

## Rising Star: Davis Polk's Evan Rosen

By Emma Whitford

*Law360 (June 14, 2021, 3:02 PM EDT)* -- Evan Rosen of Davis Polk & Wardwell LLP helped advise Bumble founder Whitney Wolfe Herd through The Blackstone Group's purchase of a majority stake in MagicLab, valuing the company at about \$3 billion and earning him a spot among the top private equity law practitioners under age 40 honored as Law360 Rising Stars.

### **THE MOST INTERESTING DEAL OF HIS CAREER:**

Rosen said that he enjoyed being lead counsel for Bumble founder Whitney Wolfe Herd in late 2019 into early 2020, when Blackstone bought a majority stake in MagicLab, the company behind Bumble and other dating apps. The deal valued MagicLab at about \$3 billion, and Rosen's team went on to advise on Bumble's initial public offering earlier this year.

The deal with Blackstone was memorable in part, Rosen explained, because Herd is his peer.

"I'm a couple years older than her, but it still feels like helping a contemporary take this next huge step in her professional career," he said.

The opportunity to work closely with a company founder during such a pivotal time has also informed how Rosen approaches other major deals, whether he's working with a founder or on the other side of the table with a private equity sponsor.

"When you're giving up complete control of something you created, there are obvious sensitivities around that," Rosen said. "Understanding and appreciating those sensitivities ... is an important part of representing opposite founders or entrepreneurs."

### **WHAT MOTIVATES HIM:**

Working at Davis Polk is consistently motivating, Rosen said, because he's inspired by his colleagues.



**Evan Rosen**  
Davis Polk

Age: 37  
Home base: New York  
Position: Partner  
Law school: University of Michigan Law School  
First job after law school: Associate at Davis Polk

"You read about the deals and cases that people are working on every day, and I think I'm motivated in no small part by wanting to do better and be better like them," Rosen said.

Client relationships are also a motivator: "To win the trust of clients and maintain the trust of clients is a very rewarding feeling," Rosen explained.

This is especially true when working with founders. In addition to Herd, Rosen led the M&A team representing Institutional Shareholder Services founder Gary Retelny when Deutsche Borse AG bought a majority stake in his company. Announced in November, the deal closed in February, resulting in a nearly \$2.3 billion valuation for the shareholder advisory firm.

Rosen said he's driven by "taking [clients'] businesses and their professional careers to that next level, and helping them to transform their business into how they dream it could be."

#### ***THE BIGGEST DEAL HE'S WORKED ON LATELY:***

Rosen recently helped advise private equity firm BDT Capital Partners in its acquisition of private equity-backed water treatment product company Culligan from Advent International and Centerbridge Partners.

BDT specializes in providing long-term capital to family- and founder-led businesses. The financial terms of the May 25 Culligan agreement were not disclosed, though Rosen characterized it as his biggest deal of late.

"BDT has been a longstanding and very important client of the firm for a while now," Rosen said. "This is certainly the biggest deal we've done for them."

The deal was also complex, Rosen noted, in part because Culligan has offices around the world and BDT had agreed to work fast. Advent also reinvested as part of the agreement, buying a minority stake in Culligan.

It was a "very fast-paced and tense, high-pressure situation," Rosen said.

#### ***HOW HE THINKS HIS PRACTICE AREA WILL CHANGE IN THE NEXT 10 YEARS:***

Over the next decade, Rosen predicts that it will be challenging to embrace new technology while also emphasizing the services he can provide to clients that require a human touch — an attorney's personal experience and judgment.

For example, Rosen said, there is now technology for drafting and reviewing contracts. But what attorneys will always bring to the deal is the experience they garnered advising on prior deals, "solutions that aren't applied in every single deal and you don't see every single day."

— As told to Emma Whitford

*Law360's Rising Stars are attorneys under 40 whose legal accomplishments belie their age. A team of Law360 editors selected the 2021 Rising Stars winners after reviewing more than 1,400 submissions. Attorneys had to be under 40 as of April 30, 2021, to be eligible for this year's award. This interview has been edited and condensed. All Content © 2003-2021, Portfolio Media, Inc.*