



US Capital Global Chairman and CEO, Jeffrey Sweeney, Featured in Real Deals Magazine



Chairman and CEO of global private financial group interviewed for prestigious European private equity publication.

SAN FRANCISCO, FEBRUARY 2021 – At the end of 2020, the Chairman and CEO of **US Capital Global**, Jeffrey Sweeney, was interviewed by Simon Thompson, Senior Reporter in Finance and Equity for *Real Deals* magazine. **The Q&A article** in *Real Deals'* Corporate Finance Corner explores how corporate finance advisors can optimize client outcomes in the current environment by leveraging partnerships with debt advisors. *Real Deals* publishes the most important European private equity news, alongside deep analysis and comprehensive deal coverage.

Headquartered in San Francisco and led by lifelong entrepreneur, Jeffrey Sweeney, US Capital Global is a full-service private financial group with an established track record in investment banking, asset management, and capital formation services.

A thought-leader in investment banking and in the FinTech and RegTech arenas, Sweeney has published numerous articles on investment strategies, digital securities, and investment banking in leading industry journals such as *The Fintech Times*, *ABF Journal*, *ABL Advisor*, and *The Secured Lender*. A highly sought-after speaker and panel chair, Sweeney is frequently invited to preside over and speak at leading finance and FinTech events worldwide.

The article in *Real Deals* begins with a look at the effects of Covid-19 on debt finance and banking institutions alongside a post-2008 increase in risk-aversion in the market, and then lays out the



reasons for the explosive growth of private capital in recent years. Sweeney explains how what was once fairly chaotic is now a very mature sector where one can expect to see a great deal of growth.

“At US Capital Global, we have a complete picture as we offer debt, equity, and investment products for lower-middle market companies and investors both in the UK and Europe and in the US,” said Sweeney. “There are many corporate finance advisors who are used to making big pitch decks and going out and raising equity, but that’s tougher now. As a result, we’re getting a lot of calls on restructuring, like we did in 2009–2010.

“The impact of the current situation on corporate finance advisors specialized in raising equity calls for collaboration with debt advisors like us. If you’re a general practitioner, you’re not going to learn how to do heart surgery overnight. At US Capital Global, we are basically the debt surgeons. Debt people know how best to collateralize, structure, and syndicate debt financing. Those specializing in raising equity are doing big deals with equity, but when you move into debt, you have to bring in the ‘heart surgeon’.”

Sweeney concludes the [Q&A article](#) by sharing US Capital Global’s ethos towards client referrals and the sacred partnership between debt and corporate finance equity advisors, where all parties are protected and mutually served.

About Real Deals

Headquartered in London, *Real Deals* publishes the most important European private equity news, alongside deep analysis and comprehensive deal coverage. The team at *Real Deals* also produces some of the industry’s most prestigious award ceremonies and conferences, including Real Deals Mid-Market, Real Deals Mid-Market Debt, Real Deals Value Creation, Real Deals ESG & Impact Management, and the Private Equity Awards. Alongside the fortnightly print magazine, *Real Deals* is also available as a dedicated tablet edition for all subscribers. www.realdeals.eu.com

About US Capital Global

Headquartered in San Francisco with an office in London, US Capital Global is a full-service private financial group with an established track record in corporate finance, asset management, and capital formation services. Established in 1998, the group leverages the latest FinTech and RegTech innovation to provide sophisticated debt, equity, and investment products to lower middle market companies and investors. All private placements, securities, and other related services in the United States are offered by the group’s **FINRA**-member broker-dealer affiliate, US Capital Global Securities LLC. www.uscapglobal.com 052101PR4

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