

# Private Equity International

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PRIVATE EQUITY PROFESSIONALS

## Future 40 Leaders - 2024: Dealmakers

From sports investments to secondaries transactions, meet the dealmakers making a name for themselves in the industry.

### Brian Jaffee, 38

Partner  
Thoma Bravo

**B**rian Jaffee's rise through the ranks of Thoma Bravo has been rapid. Despite having only joined the firm in 2014, he was promoted to the firm's partnership in January 2022. As a key member of the firm's flagship team in San Francisco, Jaffee steers investments in large fintech and software companies, and has been played a critical role in some of Thoma Bravo's biggest transactions to date, including the only two \$10 billion-plus sales the firm has carried out: the sale of mortgage automation provider Ellie Mae to Intercontinental Exchange for \$11 billion in 2020, and the sale of capital markets platform Adenza to Nasdaq for \$10.5 billion in 2023.



Beyond such mega-deals, Jaffee is actively involved with those portfolio companies that fall under his remit, driving value creation and organic growth, leading on product innovation and recruiting highly regarded executives. He currently serves on five boards and has overseen the deployment of more than \$20 billion of capital against challenging economic backdrops, according to the firm. Colleagues praise his “extraordinary leadership” and his “interpersonal skills” which have helped him to not only get deals over the line, but also to steer portfolio companies into better operational positions.