Jennifer Wisinski Discusses M&A in Video Interview With The Deal

By Jennifer T. Wisinski | May 9, 2019

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Haynes Boone Partner Jennifer Wisinski participated in a video interview with *The Deal* about mergers and acquisitions trends.

Wisinski discussed the use of technology in deal making and the fact that many companies use acquisitions to drive innovation.

“In a lot of cases, it is easier for a company to buy a company that has [desirable] technology in place than to develop it on your own because you have so many entrepreneurs and start-up companies out there who are doing very creative things and it’s sometimes easier for them to [develop the technology] than a large corporation,” said Wisinski, the chair of Haynes Boone’s Business Transactions Department.

She also discussed how companies are balancing their need for innovation with their obligation to deliver value to their shareholders.

“It’s important for boards to have a well-defined long-term strategy and figure out how an acquisition fits into that strategy and then message that to the shareholders so they know that when you’re out there doing an acquisition and doing something new and different – and maybe spending a lot of money to do that – that there is a good rationale,” she said.

To watch the full 3-minute video interview, click here.

Wisinski spoke to *The Deal* in conjunction with her participation in the Deal Economy Conference on May 1 in Dallas. Haynes Boone was a sponsor of the conference and Partner Tom Harris, chair of the firm’s M&A Practice Group, moderated a panel discussion at the event.

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