



# JANA HERFURTH

SENIOR DIRECTOR

VIENNA

## quick facts

- 14 years of consulting and advisory experience focused on the financial service industry
- Advised on 40+ transactions across 20 countries
- Expert in M&A, PMI, carve-outs, transformations, due diligence and ESG



Jana Herfurth is a Senior Director with Alvarez & Marsal's Financial Services Industry practice in Vienna. She advises clients on performance improvement and M&A topics such as strategy, deal making, buy- and sell-side due diligence, business planning, post-merger-integration (PMI), restructurings and broader transformations.

With more than 14 years of consulting and advisory experience primarily focused on the financial services industry, Ms. Herfurth has advised on over 40 transactions across 20 countries, delivering on M&A, finance, deals and large-scale transformations. She has extensive expertise in end-to-end M&A, including acquisitions, divestitures, PMI, carve-outs, due diligence processes, business plans, capital adequacy and valuation; and environmental, sustainability and governance (ESG) in M&A and banking.

Ms. Herfurth's notable assignments include the design and implementation of a new operating model for a global company's transformation, including potential business unit carve-outs. She also crafted a post-merger integration strategy for a German bank acquiring a specialized financial institution, ensuring a smooth transition and maximizing synergies.

Prior to joining A&M, Ms. Herfurth spent about three years with Boston Consulting Group (BCG). Previously, she worked as an ESG coordinator and M&A Director, focusing on financial institutions for UniCredit Group, and as Transaction Manager for PwC on its European Portfolio Advisory team. Ms. Herfurth started her career in M&A & leveraged finance with Erste Group Bank AG.

Ms. Herfurth earned a magister degree (master's degree equivalent) in economics from the Vienna University of Economics and Business (WU). She was a visiting scholar at the Chinese Academy of Social Science (CASS) in Beijing and earned the Certificate of ESG investing from the CFA Institute. Ms. Herfurth is a CFA Charterholder and has authored articles on dealmaking as well as sustainability and ESG in M&A.