

Keith Zar Biography

Keith is a Managing Partner at Schwartz Advisors, leading our sell-side representation practice. He is a business owner, an investor and a financial and legal advisor, with businesses ranging from high-tech startups to brick-and-mortar retail.

Prior to joining SA, Keith spent more than 20 years as general counsel of public and private companies in the automotive, high-tech and electronics industries, including UCI-FRAM AutoBrands, Next Level Communications, and General Instrument Corporation. Keith began his career with the law firm of Fried, Frank, Harris, Shriver & Jacobson in New York City, where he specialized in mergers & acquisitions and public financing. Keith also acts as outside general counsel to several companies in the automotive, telecommunications and electronics industries. In addition, he and his partner own a retail clothing and gift business with locations in Northern California.

Keith received his B.S. degree from the University of Illinois at Urbana and his J.D. degree, with honors, from the Rutgers University School of Law.

Keith's years of structuring M&A transactions, from both the legal and financial perspective, along with his valuable experience as a business owner and operator, combine to give him excellent insight into the needs of our sell-side clients.