



THE CORAL GROUP

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Sam Liss
President – The Coral Group

Sam Liss is founder and President of The Coral Group, LLC, which provides M&A advisory services for companies under \$20 million in revenue. In this role, he has worked across a variety of industries including the service, technology and manufacturing-related sectors. He has completed assignments in which his clients have been sold to large companies (including Intel and Nortel Networks), non-U.S. companies, smaller strategic acquirers and individuals.

Prior to starting his firm, Sam worked as an operating executive and management consultant for early-stage and high-growth technology companies. He was Vice President of Corporate Marketing and executive officer for Dialogic Corporation, a \$350 million telecommunications company acquired by Intel. Sam also worked as a management consultant at Booz, Allen & Hamilton, where he assisted clients on a number of M&A assignments. A veteran of several venture capital-backed startups, he has a unique perspective on positioning companies to potential acquirers, investors and business partners.

Sam spent the early part of his career in the semiconductor industry, where we worked in a variety of sales and marketing positions at Intel and Analog Devices. He holds a BS in Electrical Engineering from Syracuse University and an MBA, with a concentration in finance, from The Columbia University Graduate School of Business. Sam is a member of the The Family Firm Institute and the International Business Brokers Association.