



Ashley L. F. Edwards

PARTNER

ST. LOUIS, MO

PHONE: 314.480.1641

EMAIL: ASHLEY.EDWARDS@HUSCHBLACKWELL.COM

OVERVIEW

As a former small business owner, Ashley dedicates her practice to helping others grow their business and guiding them through challenging times.

Her work quickly came to focus on mergers and acquisitions. Creative problem solving, the complex nature of the work and the thrill of seeing clients achieve their goals make M&A a true passion for Ashley. She has completed more than \$65B in M&A transactions and represents both private financial and strategic buyers and sellers in a variety of industries, primarily focusing on consumer goods and manufacturing spaces.

Ashley also advises clients from both a legal and business perspective on a wide range of other corporate issues, including commercial contracting, securities regulation, corporate finance and general corporate matters. Clients frequently praise Ashley for her ability to anticipate needs, proactively navigate around potential problems and efficiently handle detail work while always maintaining focus on the big picture.

"Ashley Edwards has been super supportive and great at explaining the legal implications of our business in a way we can digest. She's responsive, timely and thorough."

— Janna Westbrook, Founder & CEO, Provider Pool

Industries

Manufacturing
Technology
Transportation

Services

Alcohol Beverage
Commercial Contracting
Corporate
Employee Stock Ownership Plans
Mergers & Acquisitions
Private Equity
Securities & Corporate Governance
Startups

HUSCH BLACKWELL

Ashley is also a firm leader for contracts involving celebrities, athletes and influencers, including sponsorship agreements with Grammy-award winning artists, Emmy-winning actors, and Olympic and other professional athletes. She also frequently works with our education team on Name, Image and Likeness issues involving NCAA players.

One of the most rewarding moments in Ashley's work is partnering with businesses for a common goal, making every day feel like a win.

Experience

MERGERS & ACQUISITIONS

- Represented private equity funds in purchases and sales of dozens of portfolio companies, primarily in the manufacturing and consumer goods industries.
- Second-chaired \$300M purchase by a family office of an electrical product redistributor with significant tax, employee stock ownership plan (ESOP) and insurance components.
- Closed more than \$1B in acquisitions of alcohol and non-alcohol beverage brands.
- Seconded to energy industry leader's legal department to manage deal process for transformative, \$3B joint venture with industry's second-largest player.
- Managed dual-track diligence process for pharmaceutical manufacturer's simultaneous multibillion-dollar purchase and multibillion-dollar sale.
- Served as counsel to NUSO, an omnichannel provider of cloud communications and collaboration solutions, in negotiating strategic partnership with McCarthy Capital to accelerate growth.

SECURITIES

- Served as ongoing outside counsel for pharma biotech client, including closing multimillion Series A-1 and A-2 raises.
- Led deal team for numerous minority investments in growth companies by large multinational industry leader.
- Negotiated exits and separations from venture capital funds.

Experience

- Represented dozens of companies in early-stage investments, including Seed and Series A rounds.

COMMERCIAL CONTRACTING

- Served as ongoing outside counsel for all commercial contracts for outdoor consumer products company and sporting goods company.
- Planned and executed significant contract reorganizations as part of corporate restructurings in advance of company divestitures.
- Firm leader in contracts involving celebrities and influencers, including sponsorship agreements with Grammy-award winning artists, Emmy-winning actors, and Olympic athletes.
- Managed numerous client service teams for commercial contracting.
- Drafted a wide variety of contracts for both large and small companies, including contracts related to pet food manufacturers, fast food chains, airlines, ride-sharing companies and consumer goods manufacturers.

Recognition

- Best Lawyers: Ones to Watch, Corporate Law, Mergers and Acquisitions Law, 2023 and 2024
- *The Legal 500 United States*, Recommended Attorney, 2023
- *IFLR1000*, M&A (Missouri), Rising Star, 2018-2019, 2022, 2023

Education

- J.D., Washington University in St. Louis School of Law
 - *cum laude*
- B.A., University of Southern California
 - International Relations & Linguistics
 - *cum laude*

Admissions

- Missouri
- California

Community Leadership

- St. Louis Zoo Marlin Perkins Society, member, 2017-present
- Asthma and Allergy Foundation of America, St. Louis Chapter, Board of Directors, 2015-2019; Advisory Board, 2020-present



2024 Best Lawyers Ones to Watch