



## Bailey & Company Announces Strategic Hire of Industry-Leading Healthcare Analyst as Director of Market Development



**NASHVILLE, TN (November 20, 2024):** In a strategic move to elevate thought leadership and strengthen market differentiation, [Bailey & Company](#) announced today the appointment of Rebecca Springer, Ph.D., former lead healthcare analyst at PitchBook, as director of market development. This addition marks a significant step in the Bailey & Company's growth strategy, reinforcing the firm's commitment to excellence in middle market healthcare advisory.

Springer brings a wealth of expertise in healthcare, life sciences, and private equity industry research across multiple sectors. Her own research spans healthcare services, healthcare IT, and pharmaceutical services. Springer has also served as an authoritative market voice for a wide readership of private equity investors, advisors, strategic investors, and other participants in the middle market healthcare ecosystem.

"Rebecca's industry expertise and academic background offer our clients a unique lens into how market trends and regulations are impacting growth and value," said Bailey & Company CEO Tim Scallen. "Her expertise in proactively identifying high-potential subsector trends and translating them into actionable value creation opportunities aligns with our commitment to navigating the evolving challenges of middle market healthcare investing and advising. This

is more than a growth hire; we are establishing a new standard for how knowledge and thought leadership can inform middle market advisory.”

As director of market development, Springer will enhance the company’s research capabilities and sector content. She will lead the production of in-depth, actionable research that navigates complex healthcare market dynamics and will engage with the firm’s private equity clients and private companies to identify unique growth vectors and areas of differentiation. Leveraging these insights, Springer will foster new business opportunities, strengthen client engagement, and support transactions across multiple healthcare verticals.

“I was drawn to this opportunity because of the team’s alignment and shared vision around developing thematic research not only as the backbone of go-to-market strategy, but as a true differentiator for clients,” said Springer. “Transacting in middle market healthcare has only become more complex; participants in this market need access to rigorous and prescient intelligence to be successful. Bailey is now one of the largest middle market healthcare investment banks, and I’m excited to join this team to build something truly unique in the market.”

Prior to PitchBook, Springer worked for a nonprofit consulting group and was a college lecturer in medieval history at the University of Oxford. She holds doctorate, master’s, and bachelor’s degrees from Oxford, Cambridge, and Yale, respectively.

“For nearly 20 years, we’ve found success leveraging our knowledge-based platform to effectively engage with our clients,” said Jeff Bailey, Bailey & Company co-founder and managing director. “Rebecca’s insights will continue to expand our capabilities and broaden our reach. Our history of combining deep expertise with actionable insights has set us apart, and this appointment reflects our dedication to continuing that tradition.” Springer’s appointment marks another milestone in a pivotal year for the firm. In July, Bailey & Company expanded its investment banking team with the addition of four managing directors and ten additional new hires. This growth broadened the firm’s coverage and reinforced its presence in New York and Los Angeles—two key markets integral to its long-term growth strategy.

## ABOUT BAILEY & COMPANY

Bailey is a Nashville-based merchant banking platform focused on **growth and late-stage healthcare and technology companies**. Through the firm's **M&A advisory and strategic fund businesses**, Bailey supports strong management teams that have built scalable platforms by providing strategic insights, world class advice, and access to one of the most diverse networks of industry experts. Since our founding, our senior bankers have closed over **200 transactions representing more than \$17B in value**. For more information see: [www.bnco.com](http://www.bnco.com).