



Finity Jernigan

Partner

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Finity is a go-to advisor for emerging growth companies and venture capital and private equity funds in the consumer products industry, including food, beverage, skincare, cosmetics, and other natural products.

Finity works closely with funds, brands, and entrepreneurs at all stages of the corporate lifecycle, from start-up and capital raising through ultimate exit. She helps companies access liquidity from venture capital and private equity funding at crucial stages of growth, and advises funds on investments in, and acquisitions of, companies in the consumer products space.

Finity partners with clients to achieve their visions of success, whether it be expanding into new product lines or markets, positioning a business for sale, or pursuing opportunities for merger or acquisition.

Before rejoining Holland & Hart, Finity was a shareholder in the Venture Capital & Emerging Growth practice at Polsinelli PC. She has also practiced at Gibson, Dunn & Crutcher LLP and as an Assistant Attorney General for the State of Colorado before originally joining Holland & Hart in 2016.

PROFESSIONAL AND CIVIC AFFILIATIONS

- Colorado Food Works, Board Member
- Naturally Boulder, Member
- Naturally Austin, Member
- Women of M&A Network, Member
- Adjunct Professor—Introduction to Business course, Center for Education on Social Responsibility at the University of Colorado, Leeds School of Business, 2012-2014
- Texas Law Review Association, Executive Director, 2007-2008
- Texas Law Review, Administrative Editor, 2006-2008

PRACTICES

Venture Capital and Private Equity
 Emerging Growth
 Corporate
 Mergers and Acquisitions
 Securities and Capital Markets
 Institutional Investors
 Fund Formation
 Investment Management

INDUSTRIES

Food, Beverage, and Consumer
 Products
 Cannabis

EDUCATION

University of Texas School of Law, J.D.,
 2008

Graduated with honors

Texas A&M University, B.A., 2003
summa cum laude
 Phi Beta Kappa

BAR ADMISSIONS

Colorado
 Texas
 Wyoming