Robert E. Purcell

COUNSEL

415-421-6500 RPurcell@sflaw.com



With a background that includes more than a decade as in-house counsel for an SEC-registered investment manager serving hedge funds and a single-family office focused on venture investing, Robert Purcell combines deep legal knowledge with a practical, commercial approach — making him a trusted advisor for founders, investors and business leaders.

Recent News: Shartsis Friese Recognized in Chambers 2026 Global Guide for Hedge Fund Law

Rob Purcell is a venture capital and family office attorney with more than 25 years of experience advising investors, entrepreneurs and emerging companies. He provides thoughtful, business-focused counsel across a wide variety of private transactions and general corporate matters. Rob's work is informed by significant operational experience in the investment sector, enabling him to offer clear, practical solutions and to guide clients efficiently through each stage of the deal process.

AREAS OF EXPERTISE

Corporate

Venture Capital & Emerging Companies

Corporate Securities

Debt Financing

Family Offices

Private Equity

Mergers & Acquisitions

Investment Funds & Advisers

Venture Capital & Growth Equity Funds

Hedge Funds

Wine Industry

EDUCATION

Georgetown University Law Center; J.D., *cum laude*, 2000

Washington University in St. Louis; B.A., economics, *cum laude*, 1995

BAR ADMISSIONS

California

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Venture Capital & Emerging Companies

Rob represents startups, growth-stage companies, and venture investors in venture financings, governance and equity matters, strategic transactions, and ongoing corporate advisory work. He frequently serves as outside general counsel, offering responsive and pragmatic guidance that supports informed decision-making in fast-moving environments. His balanced understanding of both company and investor considerations allows him to facilitate transactions that advance clients' long-term objectives.

Family Offices & Private Investors

Rob advises family offices and high-net-worth individuals on the structuring, evaluation and execution of private investments across asset classes. His experience leading a single-family office provides him with a deep understanding of the practical demands associated with long-term capital deployment. He also collaborates closely with clients and their advisory teams to design and implement family office structures that ensure investment strategies align with broader wealth-preservation, governance and legacy planning goals.

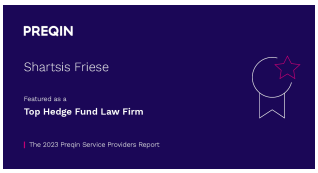
A Distinctive Blend of Legal and Operational Insight

Before joining Shartsis Friese, Rob served as President and COO of a single-family office, overseeing investments in early and growth-stage companies. He previously served as Associate General Counsel at a prominent investment firm and practiced in the M&A and Capital Markets groups at A&O Shearman LLP and Paul Hastings LLP. Earlier in his career, Rob served as a U.S. Army Military Intelligence officer, experience that informs his disciplined, strategic and solutions-oriented approach to client service.

Experience

- Representation of a technology company in multiple preferred stock financings and general corporate matters.
- Representation of a corporate venture investor in multiple minority investments in construction technology ventures.
- Advising a family office with respect to numerous direct investments and investments in third-party funds.
- Representation of a venture fund in multiple secondary transactions

ACCOLADES





LANGUAGES

Spanish, conversational

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involving early stage technology companies.

- Advising an early stage company in connection with a strategic investment by a multinational corporation and related commercial arrangements.
- Advising a venture fund on the formation of a special purpose investment vehicle and subsequent Series B investment in a materials technology company.
- Representation of a software company in connection with the negotiation of an exclusive license agreement with a major media company.
- Representation of AI-focused venture capital fund in connection with various investments, co-investments and fund formation matters.
- Representation of family office in connection with their sale of their investment in an early stage technology company and related financing matters.
- Advising a venture capital fund with respect to the creation and management of an incentive pool for strategic advisors.
- Advising the principal of a venture capital fund in connection with the formation and operation of their family office.
- Representation of an AI company in connection with its formation and series seed financing.
- Representation of family members in connection with the potential sale of closely held business.
- Representation of investor group in connection with the establishment of a foreign joint venture.
- Representation of family office with respect to certain board and corporate governance matters in connection with its investment in a foreign company.

Activities

- Almanac Beer Company
  - Board Member, 2017-present
- Anderson Valley Winegrowers Association

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