

NEWS RELEASES

PUBLISHED: JANUARY 6, 2021

Service

Mergers &
Acquisitions

Industry

Financial Services &
Capital Markets

Husch Blackwell Represents Associated Banc-Corp in Sale of Wealth Management Subsidiary

TRANSACTION INCLUDES STRATEGIC PARTNERSHIP WITH ROCKEFELLER CAPITAL MANAGEMENT

Husch Blackwell served as seller’s counsel to long-time client Associated Banc-Corp in its sale of Whitnell & Co., a wealth management subsidiary, to Rockefeller Capital Management for an undisclosed sum. The deal agreement includes the formation of a strategic partnership between buyer and seller whereby Associated Bank, NA will become a Midwest mortgage lending referral partner and Associated Trust Company will become one of Rockefeller’s third-party trust solutions providers. Both parties also plan to collaborate on introducing select lending and asset management solutions to their respective clients.

The transaction is expected to close in March 2021.

The Husch Blackwell deal team was led by Eric Lenzen, Steve Laabs and Andrew Frost and included Jill Knutson. Wachtell, Lipton, Rosen & Katz served as the legal advisor to Rockefeller.