

## PRESS RELEASE



**FOR IMMEDIATE DISTRIBUTION**

### **NEA NAMES DAYNA GRAYSON PARTNER**

*Chevy Chase, MD – November 1, 2012 – [New Enterprise Associates, Inc.](#) (NEA), a leading global venture capital firm, today announced that Dayna Grayson has joined the firm as Partner. A venture capitalist with operational and product development expertise, Ms. Grayson will work with NEA's East Coast technology team, focusing on early-stage investments in enterprise and consumer internet companies.*

"Dayna is a talented investor who is intensely focused on fostering entrepreneurship and has deep roots in the East Coast venture capital ecosystem," said Peter Barris, Managing General Partner, NEA. "As NEA increases our investment focus on thriving technology and life sciences hubs spanning the Northeast, Mid-Atlantic and Midwest, we believe Dayna will be an outstanding addition to the team and we're very pleased to welcome her to NEA."

Prior to joining NEA, Ms. Grayson was an investor at North Bridge Venture Partners in Boston where she focused on seed and early-stage consumer internet and Software-as-a-Service (SaaS) investments. She is an active member of the startup communities along the East Coast including Boston and New York. Previously, Ms. Grayson led product design at Blackbaud, the leading global provider of software to nonprofit organizations, and was a consultant at Cap Gemini Ernst and Young.

"For someone who is passionate about technology and entrepreneurship, NEA is a perfect fit," said Ms. Grayson. "I believe that innovation can take root anywhere —seeded by inspired entrepreneurs and cultivated by committed partners—and NEA's global scale and entrepreneur-first culture is both a testament to that conviction and an inspiration to me as an investor."

Founded as a bi-coastal firm in 1977, NEA's domestic presence has expanded beyond Silicon Valley and the Washington, D.C. metropolitan area to other flourishing technology hubs in the U.S. The firm announced a new office in Chicago last month, and opened its New York City office in 2011. With affiliate offices in India and China, NEA's investing activities today span six continents.

## **About NEA**

New Enterprise Associates, Inc. (NEA) is a leading venture capital firm focused on helping entrepreneurs build transformational businesses across multiple stages, sectors and geographies. With more than \$13 billion in committed capital, NEA invests in information technology, healthcare and energy technology companies at all stages in a company's lifecycle, from seed stage through IPO. The firm's long track record includes more than 175 portfolio company IPOs and more than 290 acquisitions. In the U.S., NEA has offices in the Washington, D.C. metropolitan area; Menlo Park, California; and New York City. In addition, New Enterprise Associates (India) Pvt. Ltd. has offices in Bangalore and Mumbai, India and New Enterprise Associates (Beijing), Ltd. has offices in Beijing and Shanghai, China. For additional information, visit [www.nea.com](http://www.nea.com).

###

## **Contact:**

New Enterprise Associates

Diana Barris

+1-301-272-2292; [dbarris@nea.com](mailto:dbarris@nea.com)