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Bruce Eatroff is the Managing Partner of Halyard Capital, a lower middle market New York-based private equity firm with over \$600 million of assets under management. Founded in 2000, Halyard focuses on investments in founder owned Technology-Enabled Services businesses including Digital Marketing, IT Services, Healthcare and Human Capital Management. Halyard invests \$10-\$40 million per company in both control and growth capital transactions. The typical company size is between \$10 and \$50 million of revenue and profitable. Prior to founding Halyard, Bruce was an investment banker at Goldman Sachs, UBS and CIBC. Mr. Eatroff has an MBA from The Wharton School and a B.A. from Lafayette College.