

Alexander Friedman Joins Lazard as Managing Director in the Media, Entertainment & Sports Group

NEW YORK – October 6, 2026 – Lazard, Inc. (NYSE: LAZ) announced that Alexander Friedman has joined the firm as a Managing Director in its Media, Entertainment & Sports Group, based in New York.

In this role, Alexander will advise corporate and financial sponsor clients across the media and entertainment landscape on public and private M&A, leveraged buyouts, fairness opinions, financings, and other strategic advisory mandates.

"Alex's arrival adds further depth to our Media, Entertainment & Sports practice," said Ben Braun, Global Head of Media, Entertainment & Sports at Lazard. "He brings a strong track record advising clients on high-profile media transactions, and his perspective will be an asset to our clients as the sector continues to evolve."

Alexander joins Lazard from Guggenheim Partners, where he was a Managing Director and an early member of the firm's TMT Investment Banking Group focused on media and entertainment. Over the course of his career, he has advised on a wide range of complex strategic and financial transactions across the sector.

"The momentum and global strength of Lazard's advisory platform are what attracted me to the firm," said Alexander Friedman. "I'm excited to join the team and help clients navigate the significant changes underway across the industry."

Alexander holds a Bachelor of Science from Cornell University.

Founded in 1848, Lazard is the preeminent financial advisory and asset management firm, with operations in North and South America, Europe, the Middle East, Asia, and Australia. Lazard provides advice on mergers and acquisitions, capital markets and capital solutions, restructuring and liability management, geopolitics, and other strategic matters, as well as asset management and investment solutions to institutions, corporations, governments, partnerships, family offices, and high net worth individuals. Lazard is listed on the New York Stock Exchange as Lazard, Inc. under the ticker LAZ. For more information, please visit [Lazard.com](https://www.lazard.com) and follow Lazard on LinkedIn.

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