



Press Release

Sam Kramer Launches Transaction Advisors Group Focused on Technology and Commercial Contracting and Legal Advisory Services

July 17, 2025, CHICAGO – Samuel (Sam) Kramer, a recognized global IT and commercial contract lawyer announced the July 1 opening of Transaction Advisors Group, LLC in Chicago. The new firm provides clients with strategic legal advice, structuring and negotiation of technology-enabled and supply chain commercial contracts.

Kramer previously spent 30 years at Baker & McKenzie where he was one of the first hires into the computer law group at a time when industry-focused practice groups were a new idea at established law firms.

“I was honored to have been a member of magnificent high-performing teams of lawyers and supported by dedicated and talented business professionals at Baker where I helped to build a tech-focused practice and served some amazing clients. Along the way, I gained incredible life experiences, and made many great friends,” said Kramer.

“From the very beginning, Sam embraced our mission to be trusted advisors to our clients in the tech industry,” says Michael Mensik, retired Baker McKenzie partner and a founder of that firm’s IT practice group. “Over the years, he has adapted to the changing technology landscape and to new industries without losing sight of that basic mission. Even more importantly, he recognized our clients’ changing legal needs and helped grow the practice to meet those needs. I wish him well in his new adventure at Transaction Advisors Group and know that his clients in existing and emerging fields will be well-served by his intellectual curiosity and strong desire to help them succeed through building sustainable contractual relationships.”

Recognized as a leading lawyer in Chambers and Partners, and a member of The Legal 500 *Hall of Fame* for his work in technology and outsourcing, Kramer also gained a reputation as the guy to go to for ‘weird contracts.’ “Where emerging technologies intersect with disruptive business models, standard contract terms often won’t do. Coming up with contract structures to fit these novel situations requires out-of-the-box thinking, and I look forward to bringing a fresh contracting approach that fits each client’s evolving needs.”

“I have known Sam since his earliest days at Baker McKenzie and have relied on his counsel in the technology, services, and data driven businesses I have built,” says Dean Dussias, co-CEO of Belenus Power Group. According to Dussias, “Sam is very creative in his approach to transactions and finds practical solutions to get the deal done. I look forward to working with him at his new firm as we look to bring new approaches to the alternative energy markets.”

“Starting my own firm will allow me to do more work with emerging technologies, related markets and companies”, Kramer remarked. While I fully expect to continue with the legal services for which I’m known, I’m also looking forward to having the freedom to explore more cutting-edge commercial projects for

companies using advanced technologies and creating new markets. I enjoy working with the visionaries who can see really different futures and are looking to shape these very new markets where exciting opportunities and challenges abound, rulebooks are yet to be written, and the internal controls and contracts that hold everything together have yet to be developed. That's all really fun stuff to be around."

Kramer lives in Chicago with his spouse, Roberta, and many dogs. In his time off, he likes to spend time with family and friends; and he plays, records and engineers music in his studio with son, Max.

About Transaction Advisors Group

Transaction Advisors Group provides high-level commercial and transactional advice and counsel to clients in technology-driven businesses. The firm focuses on managed services and sourcing, IT development and complex licensing, and supply chain commercial agreements at the pre- and post-deal stages for clients in the Tech, CPG, Energy/Climate, Finance, Health and Manufacturing sectors. The firm helps companies to strategically transform the worldwide enterprise, span the global supply chain, focus on the quality and integrity of their data stewardship, and manage the network of interrelated contractual agreements needed to maintain operational resiliency. Transaction Advisors Group focuses on new and emerging product and service offerings for market innovators.

For more information on the firm, please visit www.tag.legal. Media inquiries to sarah@tag.legal.