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In Their Own Words With Bridge Growth's Alok Singh

Alok Singh, co-founder and chief executive at Bridge Growth Partners, shares his thoughts on the past year and reflects on the challenges and opportunities he sees in 2021

By Laura Cooper

As part of our annual year-end coverage each year, WSJ Pro asks members of the private-equity community to share their thoughts on the past year and reflect on challenges and opportunities they see in 2021. Alok Singh is the co-founder and chief executive of Bridge Growth Partners, a New York-based growth investment firm focused on technology.

Alok Singh, Co-Founder and Chief Executive, Bridge Growth Partners

What was the most challenging aspect of the pandemic in your professional life over the past year?

Like many, the Bridge Growth team and I enjoy meeting with people face-to-face—getting to know them and discussing their businesses over an office meeting, lunch or dinner. Videoconferencing, while essential and effective during these times, is just not the same as spending quality time in person. Fortunately, Bridge Growth is built on a foundation of long-term relationships among our investment and operating team, and key leaders at our portfolio companies, and across the technology landscape. Throughout 2020, we have relied on and benefited from these relationships, and have evolved to ensure we continue to successfully deliver for our stakeholders, even in this virtual world.

What are you most looking forward to in 2021?

Digital transformation is driving change across all industries, and the advent of 5G, edge computing and ML/AI [machine learning/artificial intelligence] will accelerate this in the coming years. To be successful across a digital transformation journey, enterprises must make signifi-



Alok Singh, co-founder and chief executive, Bridge Growth Partners
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cant investments in technology to operate in hybrid cloud environments, scale their infrastructures and address heightened needs for data movement, analysis and protection. Successful private-equity investing will require firms to deploy much more than just financial capital given the complexity and evolving nature of these markets. We look forward to finding businesses in the middle market to invest in, and to capture this investment opportunity, by deploying our differentiated team and leveraging our unique ecosystem of relationships.

What have been the most valuable

lessons learned over the past year, investing through the pandemic?

We believe the key to success is to have a clear vision and strategy, and to remain disciplined and have fortitude, regardless of the economic environment. Amidst the pandemic, we've greatly benefited from the significant investments made over the past several years at our companies to strengthen their respective foundations, particularly with regard to their leadership teams and operational processes. We've stayed the course, and the last year has validated our long-held belief that building high-quality, strategically relevant businesses takes time and patience.