



## Make Me a Match

How one woman is making love connections in Silicon Valley

BY SUSAN CAMPOS

**O**n a recent Wednesday morning over coffee at San Francisco's storied Westin St. Francis, Pari Livermore is sitting with a pretty brunette and discussing her favorite subjects: dating, love and marriage. "I know some wonderful men who would be perfect for you," Livermore purrs. "There's one in particular..." she whispers before leaning in for the kill. "He's very kind, successful, philanthropic, and he's your *exact age*." At this, the lady-like single across from her beams, as this was her specific request. And, she knows Livermore isn't just talking—the woman's best friend met the man of her dreams this same way.

Though she carries a Filofax instead of an iPhone and operates in a decidedly pre-wireless fashion, Livermore is a major player in Silicon Valley. No, not by creating the next Facebook; instead, she's introducing something a machine can't generate: chemistry. The sixty-something Livermore has quietly become the tech world's top matchmaker. She's discreetly mum about the details, but before guys like Bill Gates, Larry Ellison and Scott McNealy were married, they enlisted her help or attended one of her high-profile singles' events.

For these industry titans, it's an old-

fashioned approach; call it a dial-up mode of dating. In an era where meeting online is all the rage, matchmakers are, ironically, hotter than ever. Thanks in part to a reality show about a "Millionaire Matchmaker," the craze has gone viral. Rather than solely sifting through Internet dating profiles, singles are expanding their odds by investing larger sums in love brokers. "I'm on two dating sites, and I use a matchmaker," explains one multi-tasking Silicon Valley CEO. "It's more efficient, and they can do the vetting." The price for the privilege runs anywhere from \$1,000 to \$100,000. In some firms, only men pay; in others, women contribute, too.

But Livermore is more of a maverick in the field, and needless to say, she isn't your traditional matchmaker. She's a philanthropic one, offering up a charitable solution for lonely hearts. "I tried to give her money," explains one 52-year-old CEO. "She wouldn't take it." In lieu of payment, Livermore requests her male clients to write a check (for \$10,000 or less) to one of her favorite causes—anything from cancer to AIDS. (Women also make donations or volunteer at nonprofits.) At the moment, she fancies the Northern Sierra Partnership. "It's like I have a mind-foundation," she says proudly.

Livermore has raised more than \$3

million and is responsible for close to 250 marriages. What's more, her divorce rate is well below the national average, hovering at just around 18%. "I started matchmaking when I was a teenager," she says with a shrug, her blond pageboy cut perfectly framing her face. Back then, she claims, it was a way to infiltrate high school cliques. Today, it's just a part of her life. "I love doing it," coos the woman who, for the past two decades, has been happily married to Putnam Livermore, a lawyer and former state chairman of the Republican Party.

While her little black book certainly helps, it's her discerning taste that makes her so trusted. Though always warm and energetic, Livermore emanates a serene calm and is confident in her intuitions. Then there's the way people feel they can tell her anything, which makes it easier for the setup queen to figure out the best way to pair off a couple. "I put people together who have common interests," she says, then adds, "You need to like doing the same things."

Livermore basically works through referrals. A successfully matched couple will tell friends and family. There are the clients, and then there are the singles who might be scouted at, say, a restaurant, an airport or even

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