

Browne Jacobson advises Bluprintx on its acquisition of Definitive Results

16 April 2024

UK and Ireland law firm Browne Jacobson has advised Bluprintx on its acquisition of Definitive Results.

This latest acquisition strengthens Bluprintx's marketing automation and cross-platform capabilities in the North America market. More widely, the acquisition supports Bluprintx's growth plans to build a global digital transformation consultancy business focused on marketing technology.

Bluprintx is a growing global consultancy company which guides companies through digital transformation, providing comprehensive consulting and IT services.

Definitive Results, founded in Virginia in 2012, is a consultancy focussing on automation and productivity improvement in marketing operations.

The Browne Jacobson team comprised of Partner Ryan Brown and Associate Olivia Barrow.

Ryan Brown, Partner at Browne Jacobson, said:

"It's been great to work with the Bluprintx team as they continue to grow internationally. Definitive Results was a calculated acquisition for Bluprintx and we're happy to have played a part in delivering it."

Lee Hackett, Group CEO at Bluprintx, said:

"With a growing client base in North America, it was strategically important for us to increase our footprint in the region, and ensure we have the right expertise on the ground - and with Definitive Results, we're in the best position to make this a reality. We'd like to express our thanks to the Browne Jacobson team for their calm, responsive and pragmatic advice which enabled us to complete the transaction as smoothly and efficiently as possible."

Contact

Kara Shadbolt

Senior PR & Communication Manager



kara.shadbolt@brownejacobson.com

+44 (0)330 045 1111