

Browne Jacobson advise NorthEdge backed ICP on acquisition of Team 6ix

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UK and Ireland law firm Browne Jacobson advise NorthEdge backed ICP, a Global Content Operations Strategy and Services leader, on its successful acquisition of Team 6ix, a martech and content operations consulting firm. The deal completed on 17 November 2023.

The acquisition joins together Team 6ix's highly respected team of Martech strategists, consultants and experts with ICP's resources and expertise.

Team 6ix's leadership team, led by founder Daniel Rowe, will join ICP's management team as operations combine over the coming months. ICP's blue-chip client list, which includes Unilever, Coca-Cola, NBCU, Diageo, Mars and Estee Lauder, will be joined by Team 6ix's clients which include Reckitt and other large multi brand global companies across a variety of market sectors.

The Browne Jacobson team was led by Birmingham based **Private Equity Partner Gareth Davies and Senior Associate Clare Hanna** supported by **Jack Milnthorpe, Lavana Xavier, Emma Hinton and Christian Burchardt**.

Gareth Davies, Partner, Browne Jacobson, commented: "We are delighted to have advised ICP on this strategic acquisition of Team 6ix. This collaboration not only brings together two highly skilled teams, but it also marks a significant milestone in ICP's strategy. We are proud to have played a role in ICP's first strategic acquisition. We are also delighted to have worked with the NorthEdge team once again."

Christopher Grakal, CEO of ICP said, "This marks the start of ICP's next exciting phase of growth. The addition of Team 6ix strengthens us at a key moment: global businesses increasingly recognize new opportunities to unlock the full value of their marketing and commerce assets, across their content ecosystem. That means more than just delivering creative martech strategies and solutions. It means dedicating the right people to serve as their partners, as well as the right automation and AI solutions. ICP's people, joined by Team 6ix's, form a world-class team of experts, strategists and solution-builders."

ICP and Team 6ix have already begun an integration process that is expected to continue into early 2024.

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