

Browne Jacobson advises Blueprintx on its acquisition of Definitive Results

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

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

Blueprintx 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 Blueprintx team as they continue to grow internationally. Definitive Results was a calculated acquisition for Blueprintx and we're happy to have played a part in delivering it."

Lee Hackett, Group CEO at Blueprintx, 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."

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