

# Browne Jacobson advises global digital transformation services provider on PE investment and acquisition of US and Hungary-based commerce consultancy

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UK & Ireland law firm Browne Jacobson has advised global digital transformation services provider, Bluprintx on its investment from private equity firm Palatine and subsequent acquisition of e-commerce consultancy ITG Commerce ('ITG').

Headquartered in Liverpool and with operations in the US, Netherlands and Australia, Bluprintx enables productivity and revenue growth through technology, data and AI solutions in marketing, sales and service. The buy-out fund investment from Manchester-based Palatine has helped to facilitate Bluprintx's acquisition of ITG and will support Bluprintx in the next phase of its service and coverage expansion programme, alongside opening up new international merger and acquisition opportunities.

The acquisition of ITG, which operates across the US and Hungary, is the latest in a series of acquisitions by Bluprintx which Browne Jacobson has supported the business on. In April 2024 the business acquired marketing automation consultancy Definitive Results, which expanded Bluprintx's reach across the North America market.

The multi-disciplinary Browne Jacobson team was led by partner Ryan Brown, and included partner James Skivington, senior associate Rob Northall and associates Olivia Barrow, Alex O'Donoghue and Miranda Foy advising on corporate matters, with partner Graham Ball advising on banking matters. Senior corporate tax advisor Jade Williamson and senior associates Craig Thomas and Christian Burchardt advised on tax, with partner Lee Ashwood and associates William Carter and Tim Williams advising on employment matters.

**Ryan Brown, Partner at Browne Jacobson, said:** *"It's been excellent working with Bluprintx on these transformational transactions. Advising on private equity transactions and supporting our clients with their international growth are at the heart of our corporate practice. These transactions are a testament to Browne Jacobson's ability to deliver high profile cross-border private equity transactions."*

**Lee Hackett, Founder and CEO of Bluprintx said:** *"Palatine's backing is instrumental for Bluprintx as we continue to expand the services we offer to our customers. With this partnership and the subsequent acquisition of ITG Commerce, we are fortifying Bluprintx to give our customers direct and strategic support toward commerce objectives. We are expanding our pool of expert practices while making Bluprintx more accessible across the globe with stronger bases in the US and Hungary. It is the next step in our journey toward providing global enterprises with a full suite of digital transformations, and I am grateful to Ryan, Olivia, and the Browne Jacobson team for the pivotal role they have played in making this deal happen."*

Browne Jacobson's growing corporate team across the UK and Ireland advises on both investor and investee clients on all legal aspects. Recent activity includes advising employment/apprenticeship training provider The B2W Group on their acquisition of ECTA Training, and Cairngorm Capital and Management on the buyout of MRO+ Solutions by NVM Private Equity.

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