

# Browne Jacobson advises BGF on £15m investment into scheduling infrastructure provider Cronofy to supercharge growth

15 May 2025

UK and Ireland law firm Browne Jacobson has advised BGF, one of the largest and most experienced growth capital investors in the UK and Ireland, on its £15m investment into Cronofy, a UK-based global provider of embedded scheduling infrastructure.

Founded in 2014 in Nottingham, Cronofy enables real-time, secure scheduling through its platform, which is used by over 180,000 organisations worldwide. The company's technology is embedded into business workflows and applications, powering scheduling functionality across sectors, including recruitment, healthcare and professional services.

This investment will support Cronofy to enhance its core product offering, expand into new use cases, and accelerate its growth in international markets, particularly in the US. The company continues to be based in Europe with the highest EU compliance standards and security-by-design. Cronofy's technology has to date been adopted by major brands such as Indeed, Houzz and Docplanner.

BGF is one of the largest and most experienced growth capital investors in the UK and Ireland. With a minority, non-controlling investment approach and a national network of 15 offices, BGF supports a wide range of growing businesses with long-term capital and strategic support. BGF is also a certified UK B Corporation.

The Browne Jacobson team was led by partners Mark Hughes and Matt Bolton, with support from associate Ka Man Shing.

Mark Hughes, Partner at Browne Jacobson, said:

*"We are very proud to have advised BGF on its investment into Cronofy, a homegrown success story. Cronofy's technology has transformed how businesses manage time and engagement, and BGF's support will be instrumental in scaling that impact."*

Seb Saywood, Partner at BGF, said:

*"Cronofy is a stand-out tech success story that has achieved global recognition in its vertical for having the most reliable embedded scheduling infrastructure."*

*"It has a customer-centric, product-first growth strategy that has already generated 60% of its sales from the more mature US market, and we look forward to partnering with its impressive management team, who have a proven track record in solving problems for customers and scaling tech businesses."*

*"We couldn't have gotten to where we are without the Browne Jacobson team, and we're grateful for their expert advice and seamless support throughout the transaction."*

Browne Jacobson's expanding corporate department has extensive experience assisting both public and private clients on domestic and cross-border transactions including M&A, investments, and restructuring. The team has broad sector coverage, including retail and consumer, real estate and construction, manufacturing and industrials, energy and infrastructure, and technology.

Recent transactions which the firm has advised on include national retailer The Range on its acquisition of Homebase, global digital transformation services provider Bluprintx's acquisition of US-based e-commerce consultancy ITG Commerce, and specialist retail and consumer investment firm Modella on its acquisition of WHSmith PLC.

## Contact



Kara Shadbolt

Senior PR & Communication Manager

[kara.shadbolt@brownejacobson.com](mailto:kara.shadbolt@brownejacobson.com)

+44 (0)330 045 1111

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