

# Empowering Management

Capital, Experience and Perspective for Leading Middle Market Growth Companies

## Background

- Private equity firm founded in 1998 and based in Chicago
- Over \$400 million of capital under management
- Focus on buyouts, recapitalizations and growth equity in partnership with management
- Highly experienced investment team—have closed more than 100 acquisitions

## Business Services Sector Focus

### Professional Services

- IT Services
- Consulting Services
- Healthcare Services
- Accounting and Financial Services
- Marketing and Advertising Services
- Government, Risk and Compliance Services
- Strategic Communications and Public Relations

### Industrial & Commercial Services

- Facility Services
- Landscaping Services
- Environmental Services
- HVAC and Building Services
- Telecommunication Services
- Engineering and Infrastructure Services
- Testing, Inspecting and Certification Services

### Transportation & Logistics Services

- Third-Party Logistics
- Supply Chain Services
- Value-Added Distribution
- Freight and Cargo Services
- Specialty Transportation Solutions
- Warehousing & Fulfillment Services
- Logistics Consulting and Freight Brokerage

## Platform Investment Financial Criteria

- Company EBITDA between \$3 million and \$15 million
- Company Revenue between \$10 million and \$100 million
- Normalized EBITDA margins > 10%

## Contact Us

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# Select Active Investments

## HIGHDIVE

**Highdive** is a creative-first advertising agency specializing in the strategy, development, and delivery of high-profile marketing campaigns for prominent brands across various industries. Highdive provides a fully integrated service offering, including strategic, creative, and production services across several advertising channels, such as digital, TV, print, earned activations, and more.

www.highdiveus.com  
**Investment Date:** May 2024  
**Location:** Chicago, IL



**Bully Pulpit Interactive** is an integrated digital agency that serves corporations, trade associations, non-profit organizations, and political campaigns by advising them on campaign strategy, audience identification, creative development, media optimization and placement, strategic communications, and data analytics.

www.bpimedia.com  
**Investment Date:** April 2023  
**Location:** Washington D.C.



**Lumarity** helps pharmaceutical and biotech companies across the globe deliver successful payer submissions, development strategies, commercial brand launches and product campaigns by transforming data and information into real-world insights, which in turn empower patients, providers, payers and regulators to take timely and decisive action.

www.lumarity.com  
**Investment Date:** October 2022  
**Location:** Bethesda, MD



**Horwitz** operates as a full-service multi-trade specialty mechanical and HVAC service provider offering general contractor, specialty contractor, and building owner customers engineering, installation, and ongoing support services in the HVAC, plumbing, electrical, and building controls industry segments.

www.horwitzinc.com  
**Investment Date:** March 2022  
**Location:** New Hope, MN

## THE VARIABLE

**The Variable** is an end-to-end digital advertising agency and innovation consultancy that serves middle market and enterprise clients across a range of industries by providing brand and business strategy, in-house creative and content creation, media planning and buying, as well as measurement and optimization of advertising campaigns.

www.thevariable.com  
**Investment Date:** September 2021  
**Location:** Winston-Salem, NC



**Marcus Thomas** is a marketing and advertising agency providing creative and content development, web and application development, media, public relations and social media marketing, brand strategy and CRM and marketing automation consulting to clients across a range of industries including health and wellness, home and garden, and financial services, among others.

www.marcusthomasllc.com  
**Investment Date:** March 2021  
**Location:** Cleveland, OH



**Kenway** serves as a management and technology consultancy, provides IT and business solutions to middle market and enterprise clients operating across a range of industries, including financial and professional services, manufacturing and industrial, telecom and software / IT, and healthcare, among others.

www.kenwayconsulting.com  
**Investment Date:** January 2020  
**Location:** Chicago, IL

# Select Exits



**Bully Pulpit Interactive** is an integrated digital agency that serves corporations, trade associations, non-profit organizations, and political campaigns by advising them on campaign strategy, audience identification, creative development, media optimization and placement, strategic communications, and data analytics.

**Date Sold:** April 2023  
**Location:** Washington D.C.

## Clarion

| A LIFE SCIENCES CONSULTANCY

**Clarion** provides strategic and organizational consulting services to biotech and pharma companies across multiple therapeutic areas including oncology, rare disease, and other specialty therapeutic areas, including ophthalmology, dermatology, and endocrinology, among others.

**Date Sold:** October 2022  
**Location:** Boston, MA

## ONE NORTH

**One North Interactive** is a leading digital marketing consultancy focused on assisting middle-to large-market professional services and other B2B organizations in using digital brand strategy, user experience, creative, social media and technology to create unique and meaningful customer experiences.

**Date Sold:** December 2018  
**Location:** Chicago, IL

## SWC TECHNOLOGY PARTNERS

**SWC Technology Partners** is a provider of information technology consulting and managed services to the middle-market, serving both B2B and B2C customers primarily in the Chicago metropolitan area.

**Date Sold:** July 2018  
**Location:** Oak Brook, IL



**DataBank** is a full-service provider of outsourced imaging and information solutions, including document scanning, indexing, document storage, and software to manage information. Databank operates seven full service production centers nationwide.

**Date Sold:** August 2017  
**Location:** Beltsville, MD



**Glover Park Group** is a full-service strategic consulting firm providing integrated communications solutions to Fortune 500 companies, foundations, non-profit organizations, initiative campaigns and industry coalitions.

**Date Sold:** December 2011  
**Location:** Washington, D.C.



## MIDWEST DENTAL

**Midwest Dental** is a dental practice management company providing general dental services through dental offices in Wisconsin, Illinois and Minnesota.

**Date Sold:** May 2007  
**Location:** Mondovi, WI

## SMITHBUCKLIN

**SmithBucklin** is an association management and professional services company providing full-service management and function / project-specific services to trade associations, professional societies and government institutes/agencies.

**Date Sold:** June 2005  
**Location:** Chicago, IL

# Other Active and Past Portfolio Companies

