ANNOUNCEMENTS | 10.04.2022

BV Investment Partners Announces Sale of RafterOne

Choate represented BV Investment Partners on the sale of RafterOne, a leading global provider of multi-cloud commerce solutions on the Salesforce Platform, to Interpublic Group of Companies, Inc. (NYSE: IPG). BV first invested in RafterOne (formerly PixelMEDIA) in December 2020, and worked alongside management to continue its business expansion as a leading global provider in the Salesforce ecosystem, offering multi-cloud advisory, consulting, and managed services that enable customers with Salesforce B2B and B2C commerce, CPQ & Billing, Sales & Service Cloud and Data Services platforms.

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