

High Tech Marketing Consulting Company

Sale to Strategic Investors



The Company

A publicly held high-tech marketing consulting company was an early player in targeted advertising over the internet. The publicly held company had recently faltered in its sales and earnings growth. Bridgepoint was hired as CFO and asked by the board to review the company's business and make strategic recommendations.

The Situation

Bridgepoint revamped the company's financial and management reporting systems in order to gain a better view of the dynamics of the business. Following about three months of analysis and review of all aspects of the business, Bridgepoint's conclusion was that the company was at the top of its growth curve from its current business; the best value for shareholders would be to sell the company.

The Solution

The board instructed Bridgepoint to sell the company and manage the sale in two parts to two different companies, with significant returns to shareholders.
