

Haynes Boone Represents AdCellerant in Strategic Investment From Clearview

January 30, 2024 Daniel Malone, Joshua Reisman, Ryan Ward, Don Shiman, Danielle Marr, Scott Thompson, Raquel Alvarenga, Sean Lewis, Gavin George, Jennifer Kreick, Erin Simmons

PRACTICES Healthcare Transactions and Regulatory, Employee Benefits and Executive Compensation, Mergers and Acquisitions, Finance, Healthcare and Life Sciences, Intellectual Property, Labor and Employment, Tax

A mergers and acquisitions team based in Haynes Boone's Denver office represented AdCellerant LLC, a leading marketing and services technology company, in connection with a strategic investment and recapitalization of its business led by affiliates of the private equity firm Clearview Capital, L.P.

The Haynes Boone team was led by Partners [Dan Malone](#) and Tom Tippetts with support from Associate [Joshua Reisman](#).

"The partnership signifies a major milestone for our company, bringing on a partner who's invested in our vision and knows how to deliver incredible results," said AdCellerant CEO Brock Berry [in a statement](#). "This transformational step enables us to maintain focus on our mission: delivering top-tier marketing solutions while continuously evolving in the ever-changing digital landscape."

This is the second deal closed in quick succession by Malone, Tippetts and Reisman, the same trio who adeptly led Avantax through a [\\$1.2 Billion take-private sale last fall](#). Malone is also the recipient of the Top 50 M&A Lawyer honor at this week's M&A Atlas Americas Awards, where his representation of Blucora in its [\\$720 million sale to TaxAct, Inc.](#) will win Global Private Equity M&A Deal of the Year (Large Market).

The AdCellerant deal team also included Haynes Boone lawyers from across the country, including:

- Associate [Ryan Ward](#) (M&A)
- Partner [Don Shiman](#), Counsel [Danielle Marr](#) and Associate Dan Collins (Tax)
- Partner [Scott Thompson](#) and Associate Alex Roldan (Benefits and Compensation)
- Partner [Raquel Alvarenga](#) and Associate [Sean Lewis](#) (Labor and Employment)
- Partner [Gavin George](#) and Associate Tanner Luttrull (Intellectual Property)
- Partner [Jennifer Kreick](#) (Healthcare Regulatory)
- Partner [Erin Simmons](#) (Finance)

Haynes Boone's [M&A Practice Group](#) has comprehensive experience handling middle-market deals, having helped clients close more than 500 transactions in the last five years, with an aggregate value exceeding \$50 billion. The firm routinely represents private equity firms, closely held corporations, founders, large financial institutions and Fortune 500 public companies.