



## HGGC Exits Selligent Marketing Cloud to CM Group

*Sale of Leading Marketing Software Provider Follows Execution of Global Growth Plan*

**PALO ALTO, Calif. – November 2, 2020 –** [HGGC](#), a leading middle market private equity firm, today announced that it has completed the sale of [Selligent Marketing Cloud](#) (“Selligent”), the intelligent omnichannel marketing cloud platform, to CM Group. Financial terms of the private transaction were not disclosed.

Since HGGC’s investment in July 2015, Selligent has become a leading AI-powered omnichannel marketing automation platform through expansion into North America, continued significant growth in Europe with a partner-first strategy and integration of a highly capable executive team led by [CEO Karthik Kripapuri](#) and [Global VP of Finance Nathalie Ducret](#). Most notably, HGGC led the acquisition and merger of StrongView and Selligent in September 2015 to establish a foothold for the company in North America. As a result, Selligent now works with more than 700 global brands across more than 30 countries, and in 2020 the company announced several client wins including online grocer [FreshDirect](#), Nordic entertainment company [Nordisk Film Cinemas](#), wine e-commerce company [Decántalo](#) and the [Minnesota Vikings](#).

“When we partnered with Selligent, we sought to build on its innovation and vision for the industry,” said Rich Lawson, HGGC Chairman, CEO and co-founder. “Five years later, Selligent has accomplished that goal through M&A, an enhanced go-to-market strategy and the development of an outstanding leadership team that has positioned the company for ongoing growth and continued success.”

In recognition of Selligent’s leading role in the marketing software sector, over the past year the company was named [“Best Overall Marketing Automation Company”](#) by MarTech Breakthrough and a Leader by Forrester Research, G2, Aragon Research and other industry organizations.

“Our partnership with HGGC has offered Selligent invaluable resources and guidance as we’ve continued to build our team and execute a comprehensive global growth strategy,” said Kripapuri.

In addition to Selligent, HGGC has invested in and added value to a wide range of companies in the marketing services and technology space, including AutoAlert, Dealer-FX and Dynata.

Credit Suisse served as exclusive financial advisor to Selligent in connection with the transaction.

### **About HGGC**

HGGC is a leading middle-market private equity firm with \$4.3 billion in cumulative capital commitments. Based in Palo Alto, Calif., HGGC is distinguished by its Advantaged Investing approach that enables the firm to source and acquire scalable businesses through partnerships with management teams, founders and sponsors who reinvest alongside HGGC, creating a strong alignment of interests. Over its history, HGGC has completed more than 180 platform investments, add-on acquisitions, recapitalizations and liquidity events with an aggregate transaction value of over \$26 billion. More information, including a complete list of current and former portfolio companies is available at [www.hggc.com](http://www.hggc.com).

### **About Selligent**

Selligent is an intelligent omnichannel marketing cloud platform. Our dynamic technology provides actionable insights that empower companies to deliver more personalized and valuable consumer engagements, resulting in compelling experiences across all channels. With teams across the United States and Europe, and a global network of partners, our mission is to make marketing personal

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