



NEWS RELEASE

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Ansira Acquires eCRM Powerhouse BrightWave to Strengthen Customer Experience Management

ST. LOUIS – April 2, 2019 – Ansira has acquired BrightWave, a leading email and eCRM company in the United States. Named a best place to work in Atlanta by the *Atlanta Business Chronicle*, BrightWave and its approximately 70 employees will expand Ansira’s presence in Atlanta and further enhance Ansira’s customer-relationship management (CRM) and loyalty marketing capabilities.

Cited as a best-in-class industry leader by analyst firm The Relevancy Group, BrightWave works with an unmatched collection of technology partners, including Salesforce Marketing Cloud, Adobe/Marketo, Oracle Marketing Cloud, and IBM Marketing Cloud, as well as fast-growing platforms such as Cordial, Emarsys, and Movable Ink. BrightWave also is the creator of EiQ: the intelligent email gathering, an event that focuses on innovation and business impact.

“We’re thrilled to integrate BrightWave’s category leadership, skills, and experience – and its many impressive marketing strategists – into our team at Ansira,” says Kelly Jo Sands, chief CRM and martech officer at Ansira. “Innovation in email and eCRM helps us empower our clients to deliver exceptional customer experiences.”

BrightWave’s current service offerings include industry-leading, end-to-end email marketing capabilities, with a strong emphasis on strategy, creative, and inbox innovation, as well as campaign management, cross-channel marketing, and relationship enablement and orchestration.

“Ansira has a long history of leveraging cutting-edge marketing technology to deliver results for its clients. BrightWave shares this approach and looks forward to joining a forward-looking, data-centric company that will offer our clients the opportunity to enhance their programs and better serve consumers,” says Simms Jenkins, founder and CEO of BrightWave.

“BrightWave and Ansira complement each other well, and we look forward to offering our clients additional services and the ability to scale our operations more quickly and efficiently,” says Raj Choudhury, president of BrightWave.

Ansira is backed by Advent International, one of the largest and most experienced global private equity investors, with deep expertise in the business and financial services sector.

ABOUT ANSIRA:

Ansira is an independent, global marketing technology and services firm that empowers companies operating in a distributed ecosystem to improve performance by realizing a connected marketplace.



Ansira and its subsidiary Sincro enable brands and their agents, franchisees, dealers, and distributors to drive demand, create seamless customer experiences, and drive revenue through marketing services and proprietary technology platforms.

Teams operating across the US, Europe, South Asia, and Oceania, arm brands and their ecosystems with digital offerings, channel partner marketing technology and services, and local marketing technology to make these experiences possible. For more information on Ansira visit [Ansira.com](https://www.ansira.com) or [LinkedIn](#), and to learn more about Sincro, visit [SincroDigital.com](https://www.sincrodigital.com) or [LinkedIn](#).

ABOUT ADVENT INTERNATIONAL

Founded in 1984, Advent International is one of the largest and most experienced global private equity investors. The firm has invested in 390 private equity investments across 42 countries, and as of September 30, 2021, had \$86 billion in assets under management. With 15 offices in 12 countries, Advent has established a globally integrated team of over 255 private equity investment professionals across North America, Europe, Latin America and Asia. The firm focuses on investments in five core sectors, including business and financial services; health care; industrial; retail, consumer and leisure; and technology. For over 35 years, Advent has been dedicated to international investing and remains committed to partnering with management teams to deliver sustained revenue and earnings growth for its portfolio companies. For more information, visit www.adventinternational.com or [LinkedIn](#).

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