

FOCUS Investment Banking Represents PixelMEDIA in its Recapitalization by BV Investment Partners

This announcement appears as a matter of record only.



has been recapitalized by



The undersigned initiated this transaction, assisted in the negotiations, and acted as financial advisor to PixelMEDIA.



Washington, DC, (January 21, 2021) – [FOCUS Investment Banking](#) (“FOCUS”), a national middle market investment banking firm providing merger, acquisition, divestiture and corporate finance services, announced today that [PixelMEDIA, LLC](#) (“Pixel”), a digital commerce services firm dedicated to helping brands launch, manage and grow their ecommerce business on Salesforce, has received an investment from [BV Investment Partners](#), a middle-market private equity firm focused on tech-enabled business services, software and IT services. FOCUS advised PixelMEDIA in the transaction.

Under the terms of the deal, Pixel cofounders Erik Dodier, Chief Executive Officer, and Thomas Obrey, Chief Technology Officer, will continue in their current roles and maintain a significant ownership interest in Pixel.

Pixel’s certified global team covers customers’ full range of ecommerce needs around software development, third-party integrations, user experience and data analytics to optimize digital commerce operations and performance on the Salesforce platform. Clients include Vince, Samsonite, Skechers, The Company Store and Metallica. Founded in 1994, Pixel’s operations are based in the Northeast, now operating virtually with staff throughout the U.S. and internationally.

“We chose FOCUS over a number of other investment banks to execute this important initiative, and we never looked back on our decision. Their process and contacts were first-rate,” Dodier said. “George Shea and Manan Shah walked us through the process every step of the way, and were invaluable

advisors who guided us through the transaction’s inevitable complexities. We were fortunate enough to be presented with multiple strong, competitive offers and are very pleased with the result and our new partner, BV Investment Partners.”

“We knew that Pixel had all the capabilities necessary to execute a major financing with a first-rate private equity firm,” said George Shea, FOCUS Managing Director and Software and IT Services Team Co-Leader. “The combination of strong management and financial metrics, high growth and clear leadership in the fast-growing retail ecommerce market, brand name customers, and elite status in the Salesforce partner hierarchy made for a compelling story. With its strong industry experience and capital base, we believe BV is the right partner to help Pixel accelerate its growth strategy and achieve its long-term goals.”

“There was a timely confluence of several strong indicators for this transaction: Enterprise Retailers embracing digital transformation at a faster pace than ever, Salesforce Commerce Cloud emerging as one of the leading ecommerce cloud platforms and Pixel’s visionary founders’ anticipation of this trend several years ago, making Salesforce Commerce Cloud their partner of choice,” said Manan Shah, FOCUS Managing Director and Software and IT Services Team Co-Leader.

“We see in Pixel a lot of the same attractive market and business attributes of other successful BV investments within cloud and IT services,” added Sean Wilder, BV Managing Director. “Pixel has built and oriented its team, expertise and reputation around a leading, enterprise-grade platform and plays a critical role as partners to its customers and their success with digital commerce.”

About PixelMEDIA

PixelMEDIA is a digital commerce agency dedicated to helping brands launch, manage and grow their ecommerce business on Salesforce. Pixel’s clients transact over \$1 billion a year on the Salesforce platform. Visit www.pixelmedia.com.

About BV Investment Partners

BV Investment Partners is one of the oldest and most experienced sector-focused private equity firms in North America. Since its founding in 1983, the firm has invested approximately \$3.8 billion, actively targeting investments in the business services, software and IT services industries. For more information, please visit www.bvlp.com.

About FOCUS Investment Banking

With more than three decades of experience, [FOCUS Investment Banking](#) is a trusted name in middle market M&A advisory services worldwide. Whether helping to sell, buy, or raise capital, FOCUS strives to maximize the value of every transaction to the benefit of its clients. Securities transactions conducted by FOCUS Securities LLC, an affiliated company, registered Broker Dealer member FINRA/SIPC. For more information, visit www.focusbankers.com.



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