

Petsky Prunier Advises Mobile-First Digital Consultancy WillowTree on its Significant Investment from Insignia Capital

October 30, 2018 (New York, NY) – Petsky Prunier is pleased to announce it has advised mobile-first digital consultancy WillowTree, Inc. on its significant investment from Insignia Capital Group, a San Francisco Bay Area private equity firm focused on middle-market companies.

OCTOBER 2018



WILLOWTREE®

has received a significant investment from



PetskyPrunier
INVESTMENT BANKERS

“Petsky Prunier was amazing throughout the entire process and achieved a tremendous outcome for WillowTree. The commitment and strength of their team was exceptional from top to bottom, as is their command of the digital consulting world. The vast number of strategic and financial options that Petsky Prunier delivered is a testament to their stellar reputation and, importantly, allowed us to move forward with a fantastic partner.”

Tobias Dengel, CEO, WillowTree

Founded in 2008, [WillowTree](#) is the premier independent mobile-first digital consultancy providing in-depth strategy, award-winning user experience design, and industry-leading app development to deliver mission-critical digital products for an impressive roster of global brands. WillowTree’s consulting services are distinguished by an uncommon capability in both user experience and product strategy, as well as best-in-class software development. The firm’s +300 full-time team members have launched more than 500 mobile, OTT, and IoT applications, websites, and chatbots for companies, including Alliant, American Express, Caterpillar, CBS Sports, Fisher-Price, Fox News and Fox Sports, General Electric, IQVIA, Johnson & Johnson, Nestle, PepsiCo, Regal Cinemas, Synchrony Financial, TimeWarner, Verizon, Wyndham Hotel Group, and Zappos, among others. WillowTree is headquartered in Charlottesville, Virginia and also has offices in Durham, North Carolina and New York City.

Petsky Prunier, with a team led by Sanjay Chadda, John Prunier, and Clayton Young, served as the exclusive financial advisor to WillowTree.



About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, information, eCommerce, and healthcare industries. Our firm's merger and acquisition and private placement advisory services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group, a Petsky Prunier company, our organization represents one of the largest industry-specific advisors providing strategic and transactional services. We offer global reach supplemented through our partnerships in China and India. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA, and an affiliated entity.

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