

the client

Founded in 1980, GTCR is a leading private equity investment firm and long-term strategic partner for outstanding management teams. GTCR's investment approach is based on a philosophy of identifying, recruiting, and partnering with exceptional managers to build industry leading companies through acquisition and organic growth. GTCR frequently begins their investments by forming a company with industry CEOs to identify and pursue attractive platform acquisitions.

the project

Over the past decade, GTCR has been one of the largest private equity investors in the transaction processing services industry. Companies in this sector typically benefit from recurring revenues, scale economies, low capital intensity and significant acquisition synergy opportunities. As the transaction processing industry has grown, GTCR has developed great interest in services provided to customers through an outsourced software and data processing infrastructure and paid for on a "per click" or per transaction basis. The challenge for Cook Associates M&A Advisory Services team? To find a scalable, visionary industry leader within the emerging online marketing services sector.

the result

Through CEOVisions®, an exclusive program partnering industry leading executives with private equity to build new market leading companies, Cook Associates M&A Advisory Services successfully matched GTCR with online marketing veteran Jeff Pullen to form QFour Digital. The new company, headquartered in Santa Barbara, California, is focused on acquiring and operating technology-based businesses in the online advertising and marketing services industry.

Mr. Pullen is the former Chief Operating Officer of ValueClick, Inc. (NASDAQ:VCLK), one of the world's largest integrated online marketing services companies. Mr. Pullen joined ValueClick in 2003 through its acquisition of Commission Junction, a leading affiliate marketing business. Mr. Pullen served as President and Chief Executive Officer of Commission Junction and was responsible for building the company into a leader in the affiliate marketing industry. Prior to Commission Junction, Mr. Pullen held numerous senior management positions at a variety of technology and diversified industrial companies and was a partner in Coopers & Lybrand's financial advisory services practice.

QFour Digital was officially established in November 2006 through GTCR Fund IX (\$2.7 billion).