

Clearview Fuels Fund V with Investment in AdCellerant

January 29, 2024

Clearview Capital Fund V, L.P. and its affiliates (“Fund V”) are pleased to announce the recapitalization of AdCellerant, LLC (“AdCellerant”), in partnership with its founders and other members of management. The transaction closed on December 12, 2023.

Headquartered in Denver, Colorado, AdCellerant is a pioneering marketing technology and services company specializing in digital marketing, sales enablement, and training. AdCellerant partners with media companies and agencies to provide outsourced execution across a range of cutting-edge digital marketing tactics on a white label basis, along with sales support and training on various digital tactics. Powered by the company's proprietary technology platform, UI.Marketing, AdCellerant automates proposal generation, order management, execution and campaign reporting. AdCellerant's expertise allows its partners to provide Madison Avenue-caliber digital marketing products to their advertiser clients, with fulfillment handled entirely by AdCellerant. The company is led by a highly driven and experienced management team that has worked together for more than 15 years.

AdCellerant co-founders, Brock Berry, CEO, and Shelby Carlson, COO, viewed the transaction as an opportunity to partner with an experienced strategic capital provider to help them unlock the next level of growth, while continuing to provide clients with top-tier marketing solutions. Mr. Berry and Ms. Carlson will continue to lead AdCellerant, retaining significant equity stakes in the recapitalized business.

“From the very beginning, we have been impressed by AdCellerant's industry-leading digital marketing capabilities, innovative technology, and commitment to client success,” said Geoff Faux, Partner at Clearview Capital. “We view these outstanding core attributes of the business as a reflection of AdCellerant's very talented and dedicated leadership team, and we look forward to working with them to continue the company's rapid growth for years to come.”

Mr. Berry commented, “Partnering with Clearview Capital marks an incredible leap forward for AdCellerant. This collaboration propels us into a new era of possibilities, providing access to invaluable resources and expertise that will drive our growth to unprecedented heights.”

Ms. Carlson added, “Our culture defines us and Clearview Capital understands and embraces its significance. This partnership will invigorate our commitment to cultivating a culture of innovation, well-being, and continuous growth.”

AdCellerant represents the second platform investment in Fund V, an \$850 million committed fund raised in 2022.

December 2023

 **adcellerant**
Denver, CO

has been recapitalized by

 **CLEARVIEW**
CAPITAL
and Management

