

ITA Group Has Acquired Chadwick Martin Bailey

MHT PARTNERS - THE PREEMINENT ADVISOR TO INNOVATIVE, NICHE MARKET LEADERS



Boston Office:

111 Huntington Ave., 9th Floor
Boston, MA 02199
617.589.4300

Dallas Office:

2021 McKinney Ave., Ste. 1950
Dallas, TX 75201
214.661.1290

San Francisco Office:

101 Montgomery St., Ste. 1300
San Francisco, CA 94104
415.446.9441

MHT Partners is proud to announce that ITA Group, a worldwide leader in corporate engagement solutions, has acquired Chadwick Martin Bailey ("CMB"), a market research and strategy firm based in Boston. MHT Partners served as exclusive advisor to ITA group in this transaction.

CMB, a data-driven market strategy firm, leverages advanced analytics, consumer psychology, and market strategy consulting to offer innovative solutions in market segment identification, brand health and positioning, customer journey and loyalty, and new product and service development.

"Organizations are demanding to know the future," said Tom Mahoney, ITA Group Chairman and CEO. "They want predictive analytics that allow them to capitalize on their existing assets and create new opportunities for growth. This acquisition will give our clients and prospective clients the data-driven insights that can further drive their business. We are very fortunate that we picked the right investment bank to manage this process for us. MHT Partners' industry knowledge and transaction expertise were key to getting this deal closed with extremely efficacious results."

Mike McGill, Managing Director, MHT Partners, states "Combining ITA Group's highly successful business platform and client base with CMB's data-driven market research and strategy expertise is a complete win for their respective industries and current and potential clients. We were thrilled to close this transaction on behalf of ITA Group team and look forward to our continued working relationship as ITA Group continues to execute on its organic and inorganic growth strategy."

About ITA Group

As a global engagement solutions expert, ITA Group creates and manages events, incentives and recognition programs that align and motivate every organization's most valuable asset—its people. ITA Group's innovative engagement solutions are uniquely designed to maximize business impact and value, and are powered by Motivology®, its exclusive brand of motivation. With 50+ years of experience, operations in every region of the United States, and award solutions for 75+ countries globally, ITA Group is the company that ignites passion in people and connects it to your success.

About MHT Partners

MHT Partners is a national middle market investment bank focused on representing innovative leaders in growth markets. The team at MHT Partners assists clients with seller advisory, acquisition advisory, corporate finance and strategic advisory assignments across a range of dynamic and growing industry verticals: business & information services; education; healthcare services and consumer growth.

The MHT Partners' team was led by Mike McGill.

