

2. März 2021

POELLATH advises Rubicon Technology Partners on acquisition of majority stake in BrandMaker

Rubicon Technology Partners has acquired a majority stake in BrandMaker.

Founded in 2008 and headquartered in Karlsruhe, Germany, BrandMaker produces software for marketing operations and marketing resource management and has developed a SaaS platform that enables, in particular, large organizations to manage, optimize and automate the entire marketing value chain. The platform reduces marketing complexity by enabling smooth coordination of marketing processes.

US financial investor Rubicon Technology Partners was founded in 2012 as a mid-cap private equity firm focused on partnering with founders and management teams of enterprise software companies.

POELLATH advised Rubicon Technology Partners with the following team:

- Otto Haberstock (partner, lead, M&A, private equity)
- Gerald Herrmann (partner, tax law)
- Laura Greimel (counsel, M&A, private equity)
- Christine Funk (senior associate, M&A, private equity, IP/IT)
- Benjamin Aldegarmann (senior associate, M&A, private equity)
- Marina Hennings (associate, real estate law)
- Moritz Klein (senior associate, M&A, private equity)

About us

POELLATH is a market-leading international business and tax law firm with more than 150 lawyers and tax advisors in Germany. We stand for high-end advice on transactions and asset management. We offer legal and tax advice from one source. In our selected and highly specialized practice groups, we not only know the law, but shape the best practice in the market together with our clients. National and international rankings regularly list our professionals as leading experts in their fields.

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