

WindRose Backs Marketing Agency BPD



Medical professionals. My Ocean Production/Shutterstock

The healthcare PE firm invests in the Boca, Raton, Fla.-based provider of marketing services to hospitals and health systems.



By Armie Margaret Lee

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WindRose Health Investors LLC has invested in healthcare marketing agency BPD LLC.

Terms were not disclosed in the Wednesday, Aug. 3, announcement.

Boca Raton, Fla.-based BPD provides marketing services to hospitals and health systems. BPD CEO and co-founder Jason Brown and the management team will continue to lead the business and remain shareholders.

Canaccord Genuity LLC's Clayton Young and Matthew Kebel provided financial advice to BPD, which received legal advice from a Stearns Weaver Miller Weissler Alhadeff & Sitterson PA team led by Rocky Thompson, Amanda Bennis and Curtis Sitterson.

McDermott Will & Emery LLP, with a team that included Jed Spielman, Steve Bernstein and Josh Samis, served as WindRose's counsel.

New York-based WindRose typically invests in companies with enterprise values that range from \$25 million to \$300 million, according to its website.

Wednesday's announcement comes after the healthcare private equity firm on July 27 said it has wrapped up the recapitalization of RevHealth LLC, which provides communications services to pharmaceutical, biotechnology and device companies and other healthcare clients.

TAGS PRIVATE EQUITY HEALTHCARE FLORIDA NEW YORK
MIDDLE MARKET EDITOR'S PICK

COMPANIES MENTIONED

RevHealth LLC

McDermott Will & Emery LLP

Stearns Weaver Miller Weissler Alhadeff & Sitterson PA

WindRose Health Investors LLC

PEOPLE MENTIONED

Clayton Young

Matthew Kebel

DEALS MENTIONED

M&A

BPD LLC: 2022-08-03