



Bowstring advises Avanxo on its acquisition by Globant

Atlanta, GA – March 19, 2019 – Bowstring Advisors (“Bowstring”), a division of Citizens Capital Markets, served as the exclusive financial advisor to Avanxo (the “Company”), a leading cloud transformation company, on its sale to Globant, a digitally native technology services company.

Avanxo pioneered the Cloud System Integration market in Latin America and received widespread recognition for its expertise and ability to drive customer success. Avanxo was recognized as a most valuable partner and became the first independent Platinum Consulting Partner of Salesforce in Latin America. The Company is an Advanced Consulting and MSP Certified Partner of Amazon Web Services, and has consistently been recognized by leading industry publications such as Talkin' Cloud, CIO Review, CIO Application and by Forrester Research. The Company has 310 IT professionals exceptionally skilled in cloud capabilities and working for brands such as ABInBev, Sulamerica, Ecopetrol, Sika, Allianz, Terpel, Samsung, La Meridional, Audi Argentina and Sodimac.

“We are thrilled to become part of the Globant team. Globant is a leader in digital and cognitive transformations, recognized worldwide for its ability to incorporate cloud into its deliverables to enhance customer experience and success,” said Diego Maldonado, Avanxo founder and CEO. “Globant shares our core values focused on talent development, employee satisfaction, close alignment with our partners and customer success. By joining Globant, we will be able to broadly expand our capabilities and provide a vehicle for growth for our employees and our partners.”

“Selecting an investment banker is a very complex process,” he added. “You need to find someone you can trust, who knows your industry, listens to your requirements and has the relationships in place to ensure success. Bowstring exceeded our expectations in every aspect, and I highly recommend them. They ran an efficient and effective process, which led to a very successful outcome for Avanxo.”

Don Holbrook, managing director at Bowstring, added, “Avanxo is one of the largest Salesforce consultancies in Latin America. The Company’s capabilities are a natural extension of Globant’s existing offerings and the cultural fit between the two teams was immediately evident.”

About Avanxo

Avanxo is one of the top Salesforce Platinum Consulting Partners in Latin America, delivering cloud solutions since 2004. With strong professional services experience, Avanxo has led more than 500 cloud projects in Latin America, U.S. and Canada. Avanxo’s multi-cloud solutions are powered by leading cloud technology providers such as Salesforce, Informatica and Amazon Web Services. With local operations in Brazil, Mexico, USA, Colombia, Argentina and Peru, Avanxo can support projects and initiatives throughout the Americas. For additional information, visit www.avanxo.com.





About Globant

We are a digitally native company where innovation, design and engineering meet scale. We use the latest technologies in the digital and cognitive field to empower your organization in every aspect. Globant has more than 8,300 professionals and we are present in 14 countries working for companies like LinkedIn, BBVA, EA, and Coca Cola, among others. We were named a Worldwide Leader of Digital Strategy Consulting Services by IDC MarketScape report (2016 and 2017). We were also featured as a business case study at Harvard, MIT, and Stanford. For additional information, visit www.globant.com.



About Bowstring Advisors

Bowstring Advisors, a division of Citizens Capital Markets, Inc., is the next generation middle-market investment bank. We combine sector intelligence with a client-focused approach to realize our clients' true value. Our clients are high-performing Healthcare, Human Capital Management, Industrial Services, IT & Professional Services and Software companies. Bowstring is one of the fastest growing M&A advisors in the U.S. Citizens Capital Markets, Inc. is a member of FINRA and SIPC and is a registered broker-dealer. Please visit bowstringadvisors.com for more information about our firm, and follow us on [LinkedIn](https://www.linkedin.com/company/bowstringadvisors).



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