



Bowstring advises Workforce Insight on its acquisition by members of the leadership team

Atlanta, GA – March 26, 2019 – Bowstring Advisors (“Bowstring”), a division of Citizens Capital Markets, served as the exclusive financial advisor to Workforce Insight (or the “Company”), a leading provider of workforce management (WFM) consulting, analytics and managed services and a portfolio company of Baird Capital, on its acquisition by members of the leadership team.

Workforce Insight provides WFM consulting and analytics services for enterprise clients in the healthcare, manufacturing & logistics, and retail & services sectors in the U.S. The Company advises clients throughout the entire WFM transformation process by building sustainable workforce operating models that leverage enterprise-level data to create significantly improved organizations. The Company offers a holistic suite of analytics, advisory and technology services provided by its highly experienced team of industry experts. The new investment group will lead Workforce Insight into the next stage of its growth, acting on a clear strategy to continue positive momentum in 2019 and beyond.

Tony Santora, CEO of Workforce Insight commented, “We are excited to begin the next chapter of growth as a company and appreciate the expert guidance, experience and professionalism that the Bowstring team added to this process.”

Michael Bernstein, Partner at Baird Capital added, “Bowstring was a great partner in the sale of WFI. They demonstrated perseverance and flexibility that made this transaction successful.”

Tom Donahue, Managing Director at Bowstring Advisors, said, “We were thrilled to have advised Workforce Insight on both its sale to Baird Capital in 2014 and now on this transaction. We are excited for the management team to execute on its growth strategy and look forward to their continued success.”

About Workforce Insight

Workforce Insight is a leading provider of strategic workforce management consulting, analytics and managed services. The company leverages technology, analytics solutions and market-leading process expertise to help clients in healthcare, manufacturing, business and consumer services yield significant cost savings and sustainable performance gains. For additional information, visit www.workforceinsight.com.



About Baird Capital

Baird Capital makes venture capital, growth equity and private equity investments in strategically targeted sectors globally. Since 1989, Baird has raised and managed more than \$3.1 billion and invested in nearly 300 portfolio companies. Baird Capital partners with company management, founders and entrepreneurs with the goal of building world-class companies across three sectors of focus: Healthcare, Industrial Solutions and Technology and Services. For additional information, visit www.bairdcapital.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](#).



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