

### Katten Represents Mediafly in \$80 Million Funding Round to Accelerate Product Innovation

August 30, 2023

Katten represented Mediafly, an end-to-end sales enablement and content management platform, in new investment by BIP Ventures with support from Boathouse Capital and Mediafly insiders. The funding, totaling \$80 million, is expected to advance Mediafly's strategy to deliver the most comprehensive revenue enablement platform designed specifically for large, complex enterprises.

Led by Chicago Entrepreneurial Ventures partner Jeffrey Patt, the Katten team included Corporate partners Bret Diskin, and Tanya Curtis, Capital Markets associate Gregory Branson, Private Credit partner Thomas Huang and associate Jason Jarvis, and Employee Benefits and Executive Compensation associate Peter Dalmasy.

During the last 18 months, Mediafly has grown its customer base by 164 percent, adding new capabilities with a combination of organic innovation and the acquisition of revenue technology vendors. The platform, which serves B2B go-to-market teams, features enterprise functionality, including user management and permissioning, brand governance, personalization, data integration and security.

Katten has represented Mediafly since 2016 and has provided counsel on a variety of matters, including capital raises in 2021 and 2022, corporate and intellectual property matters, and several acquisitions in the United States and the United Kingdom.

["Mediafly Raises \\$80 Million to Extend Revenue Enablement to the Enterprise,"](#) PR Newswire,  
August 29, 2023

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#### CONTACTS

For more information, contact your Katten attorney or any of the following attorneys.



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