

Sheppard Mullin Advised Wpromote in Partnership with Private Equity Firm ZMC

11.02.2022

Sheppard Mullin represented Wpromote, a leading independent digital marketing agency, in its strategic investment from affiliates of private equity firm ZMC. Founded in 2001, Wpromote helps brands accelerate profitable growth through its unique delivery model and technology-enabled solutions, such as its *Polaris* technology platform which optimizes a client's entire digital advertising strategy across multiple channels.

The Sheppard Mullin deal team was led by Zachary Turke and Edward Xia and included David Sands and Karen Shilyan. Special assistance was provided by Frank Dworak, John Crisp, Dmitriy Chelnitsky, Michael Chan, Leo Caseria, Malika Levarlet, Carlo Van den Bosch, Elfin Noce and Nirav Bhatt.

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Attorneys

Nirav Bhatt

Leo Caseria

Michael Chan

Dmitriy Chelnitsky

John G. Crisp

Frank W. Dworak

Malika Levarlet

Elfin L. Noce

David H. Sands

Karen Shilyan

Zachary M. Turke

Carlo F. Van den Bosch

Edward Xia

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