

BLEND360 Acquires Engagement Factory, a digital transformation consultancy headquartered in Eindhoven, Netherlands

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Columbia, Md. – July xx, 2021 – BLEND360 (www.blend360.com), a leading provider of services in data science and talent solutions, announced its acquisition of Engagement Factory (www.engagementfactory.com), one of EMEA's fastest growing digital transformation consultancy's headquartered in Eindhoven, Netherlands. This acquisition is designed to expand upon BLEND360's global technology and analytics offering and to meet the international needs of its client base.

Engagement Factory's key capabilities include omnichannel strategy, digital transformation, conceptual creative/content and Martech. The company will be branded Engagement Factory, a BLEND360 Company, and report into Ozgur Dogan, President & Co-Founder.

Headquartered in Eindhoven, Netherlands Engagement Factory has locations in the UK, South Africa, Dubai, and Sweden. Boasting an impressive roster of international clients such as Aramex, Dubai Property Group, Arrow Electronics, SSE OVO, Kyocera and ETEX, the current Engagement Factory leadership team of Jos Caelers, Pancras Pouw and Stuart Ormiston will continue to lead and grow the company.

"The management team of Engagement Factory is thrilled to become part of BLEND360. The Marketing and Sales landscape is shifting towards an integrated future where data and technology should be intertwined in helping brands with their digital transformation. Being part of a bigger organization with a strong senior management team will fuel our growth in Europe and beyond. Both companies are ambitious and the cultural fit is perfect," says Jos Caelers, CEO of Engagement Factory.

"I'm very excited about welcoming the entire EF Team to BLEND360 Family. We see a big market opportunity for BLEND360's value proposition in EMEA, and this acquisition is a major milestone for us growing our footprint in the region. Expect to see more and more of Blend360 in EMEA," says Tim Berry, Co- Founder of BLEND360.

"We love how Engagement Factory has created a unique value proposition for B2B marketers through the use of technology, strategy and creative skills. Combining these with BLEND360's strong Data Science, Data Engineering and BI skills will create a killer offering for our clients in the US and Internationally," says Ozgur Dogan, President of BLEND360.

About Engagement Factory

Engagement Factory - a leading digital transformation consultancy operating in EMEA, services global industry leading organizations. Engagement Factory supports clients transform into true customer-centric organizations by combining strategy and insights, fueled by creativity and technology. From their headquarters in the Netherlands, the international team empowers local support in United Kingdom, Dubai, Sweden and South Africa.

About BLEND360

BLEND360 is a leading provider of services in data science and talent solutions serving Fortune 1000 and industry leading companies. BLEND360 is focused on their world-class people that help clients optimize business performance through data, technology and analytics. BLEND360 continues to be one of the fastest growing companies, making the Inc. 5000 every year they have been in business. They have over 300 employees with offices in NYC, MD, CO, CA, The Netherlands, and India.

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