

Gibson Dunn Advises OneMagnify on Acquisition of Guidance

Firm News | February 19, 2025

Gibson Dunn advised OneMagnify, a global leader in advanced analytics, customer insights, and AI-powered marketing solutions, backed by private equity firm Crestview Partners, on its acquisition of Guidance, a premier eCommerce agency specializing in enterprise-level digital commerce. The Gibson Dunn corporate team was led by partner Alexander Fine and included associates Jonathan Abrams and Tiffany Mickel. Partner Darius Mehraban, of counsel Jason Durschlag, and associate Kaylin Portillo Chavez advised on financing. Partner Matt Donnelly and associate Hayden Theis advised on tax aspects. Partner Michael Collins advised on benefits. Partner Meghan Hungate and associates Andrew Hartman and Mitchell Zia advised on IP and data privacy aspects. Partner Christopher Timura and associate Mason Gauch advised on international trade aspects.

Related People

[Alexander D. Fine](#)

[Jonathan Abrams](#)

[Tiffany Mickel](#)

[Darius Mehraban](#)

[Jason Durschlag](#)

[Kaylin Chavez Ervin](#)

[Matt Donnelly](#)

[Hayden Theis](#)

[Michael Collins](#)

[Meghan M. Hungate](#)

[Andrew Hartman](#)

[Mitchell T. Zia](#)

[Christopher T. Timura](#)

[Mason Gauch](#)

Related Capabilities

[Mergers and Acquisitions](#)

[Tax](#)

[Executive Compensation and Employee Benefits](#)

[Intellectual Property](#)

[Privacy, Cybersecurity, and Data Innovation](#)

[International Trade Advisory and Enforcement](#)

[Finance](#)