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Gibson Dunn Advises OneMagnify on Acquisition of Guidance

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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

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Related Capabilities

Mergers and Acquisitions

Tax

Executive Compensation and Employee Benefits

Intellectual Property

Privacy, Cybersecurity, and Data Innovation

International Trade Advisory and Enforcement

Finance

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