

# Gunderson Dettmer Client Effectiv Announces Agreement to be Acquired by Socure

Client News

October 24, 2024

Gunderson Dettmer represented client Effectiv, a real-time risk decisioning platform built by fintech veterans, in its acquisition by Socure, a digital identity verification and fraud solution company. The agreement will bring Effectiv's developer-friendly, AI orchestration and decisions platform into Socure's digital identity verification and fraud solutions platform.

This strategic move elevates Socure's digital identity verification and fraud portfolio of solutions with a comprehensive, developer-friendly real-time decisioning engine. It introduces dramatic efficiencies into how its customers will implement, run shadow-mode A/B tests, and manage their identity and fraud stacks, significantly accelerating their time to value with every decision.

In the [announcement of the acquisition](#), Socure CEO Johnny Ayres said, "Together we will pair our best-in-class, entirely homegrown, identity and fraud solutions with a robust underlying orchestration and decisions platform — a combination of technology not held by a single competitor – and one we can immediately bring to our nearly 3,000 customers."

The Gunderson Dettmer deal team was led by corporate partner Nick Harley and M&A partner John Olson and included M&A/corporate guidance from partner Jennifer Sayles Okorn, and associates Monica Dion, Rajan Patel, Charlie Sorge and Will Lorenzen, and advice from strategic transactions and licensing partner Jesse Birbach and associates Cameron Jahansouz, Carrie Brown and Will Bassett, tax partner

Jaime Narayan and associate Sasha Benincasa, employment and labor partner Natalie Pierce and Of Counsel Michael Hui, executive compensation partner Michael Richman and associate Sofia Rattes, and data privacy associate Cecilia Jeong.

## Companies

Effectiv

Socure

## Related People

Nick Harley

PARTNER

P +1 734 585 2210

John H. Olson

PARTNER

P +1 415 801 4942

Jennifer Sayles Okorn

PARTNER

P +1 424 214 1797

Monica E. Dion

ASSOCIATE

P +1 512 706 9797

Charlie D. Sorge

ASSOCIATE

P +1 734 585 2218

Jesse D. Birbach

PARTNER

P +1 650 463 5492

Cameron Jahansouz

ASSOCIATE

P +1 650 463 5468

Carrie L. Brown

ASSOCIATE

P +1 929 612 4021

William D. Bassett

ASSOCIATE

P +1 650 463 5229

Jaime L. Narayan

PARTNER

P +1 650 463 5374

Sasha Benincasa

ASSOCIATE

P +1 212 430 4213

Natalie A. Pierce

PARTNER

P +1 415 801 4920

Michael J. Hui

OF COUNSEL

P +1 415 801 4876

Michael N. Richman

PARTNER

P +1 650 463 5287

Sofia B. Rattes

ASSOCIATE

P +1 650 463 5301

Cecilia Jeong

ASSOCIATE

P +1 646 490 9094

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