

Flywire Announces Acquisition of Sertifi

Client News

February 25, 2025

Gunderson Dettmer advised **Flywire** in the acquisition of Sertifi, an innovative platform that digitizes hospitality-specific workflows and associated payments for some of the world's largest hotel brands. With this acquisition, Flywire plans to scale Sertifi's solutions internationally, leveraging its global go-to-market expertise and strategic partnerships to drive adoption across markets. Under the terms of the agreement, Flywire acquired Sertifi for \$330 million, funded through a combination of cash and debt.

In the **announcement of the acquisition**, Flywire CEO Mike Massaro said, "The acquisition of Sertifi represents an exciting next phase of growth for our Travel vertical, where our deep industry expertise and global footprint continue to be key differentiators. By expanding into a large new subsegment of the hospitality industry with strong ecosystem alignment, and gaining a software solution in the early stages of its payments monetization journey, we are unlocking new growth and innovation opportunities for Flywire."

The Gunderson deal team was led by corporate partner David Gammell and M&A partners Andrew Luh and David Moore and included public companies partner Keith Scherer, corporate associates John Maciejewski and Jessica Koziol, tax partners Jace Clegg and Lily Kim and associate Tina Xu, executive compensation partner Jim Hauser and associate Megan Canepari, strategic transactions and licensing partner Marna Pattaropong and Rebecca Harris, privacy associate James Gately, employment and labor partner Max Perlman and associate Mark Macchi, and antitrust regulatory partner Greg Kinzelman.

Companies

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