



Gunderson Dettmer Represented Conta Azul in its \$300M Acquisition by Visma

Client News

August 1, 2025

Gunderson Dettmer represented long-time client Conta Azul, a cloud-based financial management platform for small and medium-sized businesses, in its \$300 million acquisition by Visma, a software company owned by HgCapital. Conta Azul, a Gunderson Dettmer client for over 13 years, is a comprehensive platform for back-office automation, purpose-built for small businesses and accounting offices. The platform streamlines key operations such as cash flow management, invoicing, budgeting, inventory tracking, and financial reporting.

Through the acquisition, Visma expands its footprint in Latin America, underscoring its commitment to supporting the expansion of innovative cloud-based solution across the region. The transaction is subject to customary closing conditions, including approval from Brazil's competition authority.

In the [announcement of the transaction](#), Conta Azul CEO and Co-Founder Vinícius Roveda said, "Joining forces with Visma marks a pivotal moment for Conta Azul. With Visma's comprehensive resources and expertise, we are well-equipped to enhance our offering as well as expand our reach and impact in Brazil."

Visma CEO Merete Hverven added, "This acquisition is a milestone for Visma in Latin America. We have been highly impressed by the quality of Conta Azul's solutions, and consider their innovative platform and strong market position as an ideal foundation for our long-term growth in Brazil. We are happy to be partnering with the Conta Azul team and look forward to working with them to continue the company's impressive growth journey and unlock new opportunities for innovation and expansion to the benefit of SMBs and accounting offices across Brazil."

The Gunderson deal team was led by our Latin America practice corporate partner Adan Muller and included associates Carolina Zanoló and Rafa Bellaver, M&A associate Monica Dion, tax partner Jace Clegg and associate Tina Xu, strategic transactions and licensing partner Aaron Rubin and associate David Koenig and executive compensation partner Emily Cabrera.

Companies

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Visma

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