

Gunderson Dettmer Represents Cardinal Digital Marketing in Acquisition by Power Digital

Client News

January 21, 2026

Gunderson Dettmer represented Cardinal Digital Marketing, a healthcare-focused performance marketing agency, in its acquisition by Power Digital, a leading tech-enabled growth marketing firm.

The acquisition establishes Power Digital's dedicated healthcare division, purpose-built to serve healthcare organizations with specialized expertise supported by enterprise-scale intelligence.

"Cardinal has always been built around outcomes, said Alex Membrillo, CEO of Cardinal Digital Marketing, [in the announcement of the acquisition](#). "Our clients judge us on one thing: whether more patients actually show up for care." "We chose Power because they measure success the same way we do, by results that matter. Power brings the intelligence and infrastructure that let us raise the bar on proving impact in healthcare, without changing who we are or how we serve our clients."

The Gunderson deal team was led by Zach Crowe and included John Taylor and Sam Collier.

Companies

[Cardinal Digital Marketing](#)

[Power Digital](#)

Related People



Zach Crowe
PARTNER
P +1 404 566 7831



John D. Taylor
ASSOCIATE
P +1 404 566 7820



Sam Collier
ASSOCIATE
P +1 404 596 4166

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