

POPSUGAR to be acquired by Group Nine Media

Client News

October 7, 2019

Gunderson Dettmer client and digital content and brand platform POPSUGAR announced its acquisition by Group Nine Media, owner of media brands including Thrillist, The Dodo, NowThis and Seeker.

In the announcement of the acquisition POPSUGAR founder and CEO Brian Sugar said, “Over the past few years, we’ve gotten POPSUGAR to profitability and found a way to build a well-diversified business that has outlasted many of our competitors in a rapidly evolving space. Joining forces with a company and team that has the ambition, momentum, and market leadership of Group Nine, combined with our experience and innovation in commerce and experiential, will allow us to build a scalable business model that sets the standard for the next-generation media company.”

The Gunderson Dettmer deal team was led by Ivan Gaviria and included Gina Marek, Jeff Goldman, Michael Williams, Jesse Birbach, AnVy Nguyen, Kelly Trimble, Brittany Nicely, Matthew Weber and Jaime Narayan.

Related People

Ivan Gaviria

PARTNER

P +1 650 321 2400

Gina M. Marek

PARTNER

P +1 650 463 5242

Brittany M. Nicely

ASSOCIATE

P +1 858 436 8067

Jaime L. Narayan

PARTNER

P +1 650 463 5374

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