

PR 20/20 Acquired by Blue Cypress



The agency brings deep HubSpot and artificial-intelligence experience to the fast-growing Blue Cypress family of companies

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PR 20/20, a marketing consulting and services firm founded by Paul Roetzer in 2005, is joining **Blue Cypress**, a family of purpose-driven companies dedicated to achieving sustainable success for its clients. The deal, which closed on Aug. 31, 2021, passed full ownership of PR 20/20 to Blue Cypress. The PR 20/20 brand remains in place, and Roetzer will continue to serve as the agency's CEO.

PR 20/20 became HubSpot's first Solutions Partner Program agency in 2007, published *The Marketing Agency Blueprint* in 2011, introduced Marketing Score in 2012, launched Point Pricing in 2013, released *The Marketing Performance Blueprint* and Marketing Growth Hackathon® in 2014, created Marketing Artificial Intelligence Institute in 2016, and brought the Marketing Artificial Intelligence Conference (MAICON) to the industry in 2019. Marketing AI Institute was split off as a separate company owned by Roetzer in 2019 and is not part of this acquisition.

"Everything we have done to drive innovation over the last 15-plus years was designed to move the industry forward, create career opportunities for our team, and enhance the value we deliver to clients," said Roetzer. "The opportunity with Blue Cypress presents a path to advance our mission, while accelerating the agency's growth and the impact we can make on our clients' businesses."

Based in Cleveland, Ohio, PR 20/20 includes a team of HubSpot-certified experts who utilize strategy, technology and storytelling to help clients grow smarter.

"PR 20/20's ability to solve business challenges and drive bottom-line growth for clients using HubSpot and AI-powered technologies is essential to the success of any forward-looking company's marketing program. The agency's brand equity and reputation within the HubSpot ecosystem are unmatched. We welcome them to our family of companies and look forward to magnifying their impact," said Blue Cypress Chairman Amith Nagarajan.

PR 20/20 joins a diverse roster of companies within the Blue Cypress family, including Brightfind, a specialized digital design and web development agency; Cimatri, provider of IT consulting services; Propel, home of business coaches and advisory teams; Tasio,

which uses machine learning techniques to uncover deep patterns in member behavior; and rasa.io, which uses AI to personalize email newsletters.

About Blue Cypress

Blue Cypress is a family of companies. We launch new brands and acquire existing companies. We help leaders achieve greater long-term success, unlock their potential, and break down barriers to growth. We represent a community of the most disruptive, innovative, and influential entrepreneurs in the purpose-driven business sphere. From thought leaders to those pushing the boundaries of how technology can change the world for the better, our companies are making a lasting positive impact. Visit www.bluecypress.io to learn more.

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