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# LCR Strengthens Digital Marketing Through Altacircle Acquisition



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LCR Capital Partners, a global private investment and advisory services firm focused on U.S. immigration and investment, is excited to announce that it has agreed to acquire Altacircle LLC, a digital marketing consultancy that has a deep expertise in advertising technology and lead generation.

"The immigration investment market continues to evolve. First it was the abrupt halt of Chinese investment and growth of new markets

like India and Brazil. This year, the new investment level and the pressure from the pandemic has only reinforced how important digital tools are to client acquisition and management. We believe immigration investment firms like ours need to adopt the tools and culture of innovative fintech firms as we develop new products and work with even more sophisticated clients across the globe,” said Suresh Rajan, Founder and Executive Chairman of LCR.

Altacircle is a marketing and technology consulting firm founded by John Baker, an agency entrepreneur who has driven digital strategy with major brands in both New York and London since 1995. Leveraging leading [technology platforms](#), Altacircle brings access to industry experts who know what works and delivery partners who can produce marketing assets cost effectively.

“We have been working with Altacircle over the last 12 months and we have changed how we approach marketing and how we use digital tools across the business. John brings a level of marketing sophistication and experience that is truly differentiated in our industry. He also understands how to apply technology and has experience supporting new ventures,” said Sherman Baldwin, CEO of LCR.

With this transaction, LCR takes 100% ownership of Altacircle and John Baker will take the position of Chief Marketing Officer as an equity partner and member of LCR’s Senior Leadership Team.

“After 30 years of working in marketing agencies, I’m excited to be focusing my experience on LCR and the immigration investment industry. It is clear that clients have choices and the decision to take a second residency or move to the United States is a significant one. This means LCR has to have the tools and products to be a trusted advisor and support long-term relationships with our clients. Trusted teams, great

technology and innovative thinking are the way to make this happen,” said John Baker.

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