

Technology

Ansira Partners reorganizes to create 3 new business units



Jay Dettling, CEO of Ansira.

ANSIRA



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Marketing technology and services firm Ansira Partners Inc., one of St. Louis' largest privately held companies, has restructured to create three new business units.

The company said Tuesday it has organized into Ansira Digital, Ansira Channel and Sincro. The three new business lines follow a series of recent acquisitions and a **CEO change** in February. The company said its new structure is designed to make it more nimble, specialized and innovative.

"The landscape of our industry and the demands on our clients are rapidly changing, and, as a company that serves as a critical business partner to brands that span almost all verticals, we must continuously focus on refining our business to ensure that we are best positioned to provide support and guidance for our clients," said Jay Dettling, CEO of Ansira.

Founded in 1919, Ansira creates local and national branding campaigns using marketing automation, data analytics, CRM (customer relationship management) and performance media capabilities.

Ansira Digital will be headed up by Kelly Jo Sands and Raj Choudhury as executive vice presidents of Ansira Digital. Choudhury was formerly with BrightWave, an email marketing and electronic customer relationship management (eCRM) agency **acquired by Ansira** in April 2019. Ansira said BrightWave's staff will join Ansira Digital, which will focus on assisting clients with customer experience, loyalty, data and personalization, commerce and performance marketing.

Ansira Channel will provide services to channel clients and be led by Executive Vice President of Ansira Channel Andy Arnold.

The third business unit, Sincro, stems from Ansira's **acquisition** earlier this year of CDK Global's digital marketing business. Ansira rebranded the business, which provides

digital marketing for automotive dealers, as Sincro. Its top leader is President Jen Cole.

As part of its new structure, Ansira has tapped Simms Jenkins for the newly created position of chief marketing officer. Jenkins was founder and CEO of BrightWave.

Ansira has more than 1,700 employees and over \$200 million in annual revenue, the company said Tuesday. Advent International, a Boston-based private equity firm, **bought majority ownership** of Ansira from KRG Capital Partners in November 2016.