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Mar. 02, 2021



BDO USA, LLP, one of the nation's leading accounting and advisory firms, today announced the addition of DemandGen International, Inc., a leading provider of digital marketing strategy and technology services. This combination will further strengthen and expand the broad range of services and solutions within BDO Digital, LLC, an advisory business that helps middle market and enterprise organizations harness innovation and capture the full power of technology to drive growth. The combination is subject to customary closing conditions and is expected to be completed on March 16.

Dedicated to meeting the specific needs of the middle market and enterprise clients as they navigate disruption, BDO Digital offers clients a holistic portfolio of technology and transformation strategy capabilities, tailored by industry.

“The unforeseen challenges facing businesses over the past year pushed leaders to

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Founded in 2007, DemandGen delivers digital marketing consulting to the world's largest and top performing marketing teams, providing a suite of innovative digital transformation services that drive growth and revenue, and enhance customer engagement and loyalty. DemandGen's talented and passionate team delivers the tools, knowledge and hands-on support to help clients use marketing and sales technology as a power center for success.

“Especially now, all businesses must be able to digitally transform – and fast. As we grow alongside our clients, combining with BDO Digital allows us to expand our scope of capabilities, resources and geographic reach, and collaborate with an expert team of like-minded partners and professionals across all industries,” said David Lewis, founder and CEO of DemandGen. “We take great pride in the relationships we've built, and I look forward to collaborating on new opportunities for our clients and employees alike.”

Through close collaborations with organizations such as Adobe, Oracle, Salesforce and others, DemandGen offers a broad portfolio of marketing automation, CRM and technology services, and has performed more than 600 engagements over the last 13 years. With this expansion, DemandGen's existing solutions and relationships bring new opportunities to BDO Digital around marketing technology and consulting for existing and potential BDO clients.

“According to BDO's 2021 Middle Market CFO Survey, digital transformation was a top growth strategy for middle market leaders, and will continue to be a priority in 2021,” said Bob Knott, partner and national co-leader of BDO Digital. “At BDO Digital, we are proud to join together with DemandGen, a firm that not only complements our suite of services, but also prioritizes purposeful innovation in helping all clients navigate an increasingly digital future.”

BDO Digital's current solution areas include digital strategy, data analytics, change

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