

NEWS

Moore & Van Allen provides counsel to Frontier Capital in PriceSpider strategic partnership

Media
10.2018

Moore & Van Allen PLLC is pleased to announce that its client, Frontier Capital, a Charlotte-based growth equity firm focused on software and tech-enabled business services companies, has finalized a significant growth investment in PriceSpider, an Irvine, California-based advanced retail data and technology company that provides consumer conversion intelligence and brand optimization software to some of the world's largest brand manufacturers. Moore & Van Allen Corporate member William (Bill) H. Zimmern was one attorney that led Frontier through the successful deal.

The partnership combines PriceSpider's market-leading technology platform with Frontier's track record of helping Software as a Service ("SaaS") companies optimize growth. The new investment from Frontier will seek to provide PriceSpider with strategic expertise, resources and growth capital to enhance its innovative technology offerings, maintain client satisfaction, and position PriceSpider for rapid market expansion.

PriceSpider is led by CEO Anthony Ferry and President Jon Pfortmiller, both co-founders of the business. Frontier's investment team on the transaction was led by Partner Scott Hoch and Vice President Dave Pandullo. Hoch and Pandullo will both serve on PriceSpider's board of directors.

Frontier's investment in PriceSpider comes from the firm's \$700 million Frontier Fund V, which closed in 2017.