

JumpCrew raises \$7M+, plans to hire another 100

NCN joins existing investors on Series B; CTO hired to run new Denver outpost

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Fast-growing sales, marketing and publishing venture JumpCrew has secured a \$7.2 million investment to build on its recent momentum, which included three acquisitions and the hiring of 100 people.

JumpCrew, which has its home base on Dickerson Pike and also employs 150 people downtown, **last year** completed its Series A round with an investment group led by North Carolina-based Hinsdale Capital. That investment firm has returned for the newly completed Series B and been joined as lead investor by Nashville Capital Network.

“JumpCrew has demonstrated a great ability to use technology to maximize growth. Sound strategy and flawless execution have enabled JumpCrew to build high quality revenue for its clients and expand their offerings through acquisitions,” said Sid Chambless, Managing Partner at NCN Partners Fund. “This is a rapidly growing business that is both disrupting and transforming the digital media and publishing space.”

JumpCrew officials say the three-year-old business has grown to more than \$35 million in annualized sales thanks to a growing client roster of more than 50 clients as well as the purchase last year of niche publishing brands AHRN.com, MyBaseGuide.com and Target Marketing. The company now employs more than 350 people and Co-Founder and Executive Chairman David Pachter told the Post that number is set to grow substantially in the coming months.

“We have 100 opening now and I think we can fill them in 70 to 80 days,” Pachter said. “There’s a different level of confidence now. We’re out of the startup phase and into the ‘It’s working so let’s scale the business’ phase.”

JumpCrew works to help businesses cut through the noise of a cluttered advertising and marketing landscape that has ballooned with the proliferation of digital outlets. That’s something Pachter said the sales processes of many companies have not adapted to. JumpCrew’s team, he said, is all about “getting in the buyer’s path” to provide performance insights and an efficient transaction.

Pachter said JumpCrew is near break-even these days. The business’ unit economics are profitable but the bottom line isn’t yet in the back because of the major investments in hiring and product development. One of those investments was the hiring of Dave Elchones as chief technology officer. Elchones is based in Denver, where JumpCrew has set up a tech development office, and was most recently senior vice president of product and technology at MediaNews Group. One of his jobs is to launch a new ad sales product.

“We’re excited for Dave to join JumpCrew and spearhead our team out of the company’s first Denver office,” said Robert Henderson, CEO at JumpCrew. “Dave will help bring JumpCrew’s tech offering to the next level and continue to enhance the capabilities we’re able to offer our clients.”