

BENCHMARK INTERNATIONAL SUCCESSFULLY FACILITATED THE SALE OF PUSH TECHNOLOGIES SL TO CENDYN GROUP LLC



SELLER

PUSHTech

- Based in Barcelona, Spain
- Cloud-based customer data platform (CDP) and CRM platform
- Suite of integrated products with hotel-specific functionalities including email marketing, marketing automation, hotel CRM, guest journey automation, and sales CRM.

Carlos Moncho, CEO at PUSHTech, commented: **“We are incredibly excited about joining forces with Cendyn. The combination of Cendyn’s CRM heritage and our technology advancements put us in strong stead to drive CRM innovation for our industry. With a combined focus on driving loyalty and profitable revenue for our customers, we’re excited about the opportunity this acquisition offers to our industry.”**

BUYER

Cendyn

- Based in Florida, USA with offices also in the UK, Paris, Singapore, and India
- Offers a technology platform that aligns revenue, eCommerce, distribution, marketing and sales teams with centralized data, applications, and analytics
- Backed by Accel-KKR, a technology-focused private equity firm based in Silicon Valley.



Jack Blaha, CEO at Cendyn, said: **“By seamlessly integrating PUSHTech’s next-generation technology into Cendyn’s portfolio, we are poised to elevate the industry’s standard for hoteliers seeking to amplify their sales and marketing CRM capabilities. Our customers are centered around their guests, and our mission is to empower them to refine the guest experience through sophisticated technology and services. This acquisition doubles down on that mission, and we’re thrilled to explore the boundless potential of PUSHTech to bring it to fruition.”**

ABOUT BENCHMARK INTERNATIONAL

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