



# genpact

## Genpact Expands Its Experience Business, Rightpoint, with the Acquisition of Hoodoo Digital

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**The acquisition enhances Rightpoint's Adobe capabilities and helps clients implement seamless customer experience journeys to drive growth in a digital economy**

NEW YORK, Jan. 4, 2022 /PRNewswire/ -- [Genpact](#) (NYSE:G), a global professional services firm focused on delivering digital transformation, today announced the expansion of its experience business, [Rightpoint](#), with the acquisition of Hoodoo Digital, a digital experience consultancy with deep expertise in Adobe solutions.

The acquisition furthers Genpact's strategy to fuse experience and process innovation to help clients drive end-to-end digital transformation and win in the growing experience economy. This is the latest in a series of investments Genpact has made over the last five years – including its acquisition of Rightpoint in 2019 – to build world-class experience expertise to help its global clients drive meaningful transformation that puts people at the center – from employees to customers and consumers.

Hoodoo Digital has deep expertise creating innovative customer experiences for leading companies across multiple industries and is a Platinum-level Adobe solution partner. The acquisition expands Rightpoint's capabilities to help clients to manage their content, commerce, and marketing operations across the enterprise, driving smarter insights and more strategic impact.

"Today's companies need agile, experience-centered operations that can quickly mine data to drive actionable insights to compete in a digital world of constantly evolving business models," said **Katie Stein, chief strategy officer and global business leader, enterprise services, Genpact**. "The combination of Rightpoint's tremendous experience expertise with Hoodoo Digital's deep knowledge of Adobe solutions will allow our clients to speed their customer experience transformations to drive growth."

Hoodoo Digital's expertise with Adobe Experience Manager and other Adobe applications adds to Rightpoint's existing capabilities to provide clients with an end-to-end solution that seamlessly integrates digital content, ecommerce, data analytics, and marketing operations. Adobe cites Adobe Experience Cloud applications as its largest market opportunity, with a total addressable market of \$110 billion in 2024.<sup>(1)</sup>

"Embracing a connected ecosystem of data and content is the key to creating the best experiences, whether for customers or employees," said **Ron Shamah, chief executive officer, Rightpoint**. "Hoodoo Digital's deep knowledge of Adobe solutions is a critical unlock to advance Rightpoint's leadership in delivering superior experience-led transformation."

Hoodoo Digital is headquartered in Salt Lake City, Utah and founded in 2017 by digital strategists with decades of expertise in successfully driving user experience, digital marketing, and design solutions for clients.

"Hoodoo Digital and Rightpoint share a common vision to enable companies to provide the best experiences possible for their customers," said **Andy Wakefield, Hoodoo Digital's co-founder**. "Bringing our teams together expands our design and strategy capabilities and provides an incredible talent pool to jointly design winning solutions that drive revenue growth for our clients."

With the acquisition, Rightpoint becomes a Platinum Partner in the Adobe Solution Partner Program. Platinum partners are a select group of regional companies that have earned a higher designation in a particular Adobe geographic area. Platinum partners develop specialized Adobe practices across multiple Adobe Experience Cloud solutions.

"As an Adobe solution partner, Hoodoo Digital is extremely knowledgeable in Adobe Experience Cloud applications and has a strong track record of delivering digital experience solutions that fit the needs of their customers," said **Tony Sanders, senior director, Americas Partner Sales, Adobe**. "We are excited for our customers who will benefit from the strength of this combined company and look forward to continuing to collaborate with Hoodoo Digital and congratulate Rightpoint on its growth within the Adobe partner family."

Terms of the deal were not disclosed. Canaccord Genuity Group served as the exclusive financial advisor to Hoodoo Digital.

<sup>(1)</sup> Adobe Financial Analyst Meeting, December 16, 2021

### About Rightpoint

Rightpoint, a Genpact company (NYSE: G), is a global experience leader. Over 700 employees across 12 offices work with clients end-to-end, from defining and enabling vision, to ensuring ongoing market relevance. Our diverse teams lead with empathy, data and creativity—always in service of the experience. From whiteboard to roll-out, we help our clients embed experience across their operations from front to back offices to accelerate digital transformation through a human-centric lens. Rightpoint serves more than a quarter of the Fortune 1000. For more information, visit [rightpoint.com](#) and connect with us on [LinkedIn](#), [Twitter](#), [Facebook](#) and [Instagram](#).

## About Genpact

Genpact (NYSE: G) is a global professional services firm that makes business transformation real. Led by our purpose -- the relentless pursuit of a world that works better for people -- we drive digital-led innovation and digitally enabled intelligent operations for our clients. Guided by our experience reinventing and running thousands of processes for hundreds of clients, many of them Global Fortune 500 companies, we drive real-world transformation at scale. We think with design, dream in digital, and solve problems with data and analytics. Combining our expertise in end-to-end operations and our AI-based platform, Genpact Cora, we focus on the details -- all 100,000+ of us. From New York to New Delhi, and more than 30 countries in between, we connect every dot, reimagine every process, and reinvent the ways companies work. We know that reimagining each step from start to finish creates better business outcomes. Whatever it is, we'll be there with you -- accelerating digital transformation to create bold, lasting results -- because [transformation happens here](#). Get to know us at [Genpact.com](#) and on [LinkedIn](#), [Twitter](#), [YouTube](#), and [Facebook](#).

## About Hoodoo Digital

Hoodoo Digital brings simplicity to the complexity of Adobe Experience Cloud implementations. Using an optimized implementation process and a suite of software tools, Hoodoo delivers solutions that utilize the latest features of Adobe Experience Cloud and Workfront to provide highly effective toolsets for marketing teams to accomplish their daily goals. To learn more, visit <https://hoodoo.digital> or follow us on Twitter: [@HoodooDigital](#).

## Safe Harbor

This press release contains certain statements concerning Genpact's future expectations, plans and prospects that constitute forward-looking statements, as defined in the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. In some cases, you can identify these statements by forward-looking terms such as "expect," "anticipate," "intend," "plan," "believe," "could," "may," "shall," "will," "would" and variations of such words and similar expressions, or the negative of such words or similar expressions. These statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those in such forward-looking statements. These risks, uncertainties and other factors include but are not limited to the accuracy of our assumptions about trends in our market, our ability to successfully consummate or integrate strategic acquisitions, our ability to achieve expected benefits from strategic acquisitions, our ability to manage growth, our ability to implement and derive revenues from new service offerings, as well as other risks detailed in our reports filed with the U.S. Securities and Exchange Commission, including Genpact's Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. These filings are available at [www.sec.gov](http://www.sec.gov). Genpact may from time to time make additional written and oral forward-looking statements, including statements contained in our filings with the Securities and Exchange Commission and our reports to shareholders. Although Genpact believes that these forward-looking statements are based on reasonable assumptions, you are cautioned not to put undue reliance on these forward-looking statements, which reflect management's current analysis of future events and should not be relied upon as representing management's expectations or beliefs as of any date subsequent to the time they are made. Genpact undertakes no obligation to update any forward-looking statements that may be made from time to time by or on behalf of Genpact.

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