

Corporate Practice Represented Sia Partners in Acquisition of Ready Set Rocket

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A Sheppard Mullin Corporate team advised Sia Partners, a leading international, independent next-gen management and AI consulting firm, in its acquisition of Ready Set Rocket, a full-service digital agency integrating data, design, and media with conceptual and emotional storytelling. The acquisition enables Sia Partners to enhance digital and creative strategy assignments across the entire sales funnel by scaling RSR's capabilities and reaching critical mass on the East Coast. Financial terms were not publicly disclosed.

Sia Partners now operates in 17 locations across North America, which aligns with its plan to expand to 20 locations and grow its U.S. headcount to more than 2,000 consultants by 2027 and 5,000 globally. This is part of a larger strategic plan to reach a billion euros in revenue by 2026, of which 10 percent will come from AI-fueled projects, over \$97 million from its design and creativity business line and more than \$48 million from biopharma.

The Sheppard Mullin team that represented Sia Partners was led by partner Valérie Demont and associate Teresita Acedo. Invaluable assistance was provided by partners Sean Kirby, Niya Tang, Dmitriy Chelnitsky and Reid Whitten, special counsel Malika Levarlet and associates Luis Abreu, Michael Weisshar and Iman Naieem.

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