



## **ClearCourse acquires digital strategy and CRM provider Trillium**

**London | 3 July 2019** - ClearCourse Partnership LLP (“ClearCourse” or “the Partnership”), a group of innovative technology companies providing software, services and digital capabilities to the membership, events & bookings and sports & leisure sectors, today announces the acquisition of Trillium (“the Company”), a leading provider of Customer Relationship Management (CRM) software and digital strategy consultancy. Trillium is the 11<sup>th</sup> company to join ClearCourse since its foundation in October 2018, bolstering the Partnership’s CRM and digital services offering.

Trillium was founded in 2010 by Gavin Pollock and Alan Perestrello. From its headquarters in London, the Company delivers digital transformation projects for leading chartered membership institutes, associations, regulatory & awarding bodies, trade unions and charities, including the Law Society, the Association of Optometrists, and the Royal College of Physicians. Trillium offers its clients a combination of strategic consultancy, digital services and CRM tools, utilising technology platforms such as Microsoft Dynamics 365 CRM, Sitecore, Umbraco and SharePoint to create highly integrated and bespoke solutions that enhance user experiences and improve customer engagement. The Company recently won Agency of the Year at the 2019 Memcom Membership Excellence Awards.

ClearCourse was founded to add value in UK-based technology companies with strong management teams and complementary offerings. The Partnership facilitates operational and commercial synergies between companies and enables them to cross-sell relevant products and services to each other’s customers. ClearCourse will support Trillium’s next stage of growth by providing strategic and operational guidance, relevant products and services from other companies in the Partnership, including data validation services and Direct Debit processing, and access to a collaborative network of entrepreneurs.

Gerry Gualtieri, CEO of ClearCourse, commented: “Trillium is a valuable addition to ClearCourse. As an ever-increasing proportion of workloads take place through digital channels, user experience is more important than ever and that is reflected in Trillium’s approach and continued success. It has a great reputation and potential for expansion. We look forward to working with the team to help them achieve their ambitious growth plans.”

Alan Perestrello, Co-Founder and Director of Trillium, said: “Providing our clients and their members with the best possible user experience has always been at the core of our business. Joining ClearCourse represents an opportunity for us to grow at scale.”

Gavin Pollock, Co-Founder and Director of Trillium, added: “As part of the Partnership, we will be able to invest in more people, develop new and innovative products and solutions and offer our clients a broader range of services to help them address new challenges as they arise. We’re excited to embark on this new chapter of growth with ClearCourse.”

The financial terms of the deal are undisclosed.

**Ends**

## Notes to Editors

### **About ClearCourse Partnership LLP**

ClearCourse Partnership LLP is an innovative group of technology companies that offer complementary work-flow solutions, payments capabilities, and digital services to the membership, events & booking, and sports & leisure sectors.

ClearCourse was founded in 2018 with backing from Aquiline Capital Partners, a New York and London-based private equity firm investing in businesses globally across the financial services and technology sectors. Since then, the company has acquired 11 software and services companies.

To discover more of the companies in the group visit the ClearCourse website: [www.clearcoursellp.com](http://www.clearcoursellp.com)

### **About Trillium**

Trillium deliver digital transformation for membership and charity organisations. By bringing together strategy, digital and CRM, they transform the entire user experience, improving membership and donor acquisition, engagement and retention.

Trillium was founded in 2010 by Alan Perestrello and Gavin Pollock, leveraging their years of experience in Microsoft technologies to enable the Membership and Charity sectors.

#ExperienceMatters.

Find out more at: [trillium.net](http://trillium.net)

### **ClearCourse contacts:**

Edward Jones-Davies, Hawthorn Advisors  
(t:) 020 3745 4960  
(e:) [e.jones-davies@hawthornadvisors.com](mailto:e.jones-davies@hawthornadvisors.com)

Caitlin Griffith, Hawthorn Advisors  
(t:) 020 3745 4960  
(e:) [c.griffith@hawthornadvisors.com](mailto:c.griffith@hawthornadvisors.com)