

GMB Expands Education Services with Acquisition of Higher Education Marketing Firm, Up&Up

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GMB, a professional services firm focused on the educational market, is thrilled to unveil a groundbreaking acquisition. GMB has officially acquired Up&Up Agency, an uplifting marketing leader specializing in higher education. This acquisition not only represents an exciting new chapter in GMB's journey but also underscores the firm's commitment to transforming education services.

Fusing GMB's robust educational architecture and engineering services with Up&Up's knowledge in educational marketing, this connection is designed to create tailored approaches that uniquely benefit educational institutions.

"By welcoming Up&Up into the GMB brand, we are redefining what a full-service education company can look like" said David Bolt, President and CEO of GMB. "GMB is building a new kind of firm that more holistically impacts students and supports the success of educational institutions across the country."

Adam Landrum, the current CEO of Up&Up, echoed the sentiment, expressing enthusiasm for the shared vision and goals of the two organizations.

"I am incredibly excited about this strategic acquisition of Up&Up by GMB," said Landrum. "By combining our higher education-focused brand and marketing services with GMB's services, we're beginning an exciting new chapter of building a full-service education company to uplift our clients and the educational industry as a whole."

Link to original press release:

<https://www.gmb.com/insights/gmb-expands-education-services-with-acquisition-of-higher-education-marketing-firm-upup>