



## **CSM continues to grow in North America through acquisition of GlideSlope**

*New York, April 10<sup>th</sup> 2017*

CSM, a global leader in sport and entertainment, announced today the acquisition of GlideSlope, one of the industry's leading management advisory firms.

The group's latest acquisition is another important step in CSM's North America growth strategy, significantly adding to its offering in the region, for both US and international clients and prospects. Along with GlideSlope, CSM has completed a number of notable acquisitions in the market, including LeadDog Marketing Group, the award-winning integrated agency, SJX Partners, the leading property representation business, JHE Production, the Charlotte-based live events business and JMI, the largest motorsport agency in the world.

Founded in 2010 by Dave Mingey and Eric Guthoff, the business focuses on using data-driven insights to help clients craft strategies to leverage sport as a bottom-line business driver. GlideSlope has become internationally known as innovative, data-driven strategists. The New York based business' portfolio of clients ranges from Fortune 100 brands to mid-market innovators to sport-focused NGOs.

Rob McQueen, President of CSM North America, commented: *"We are thrilled to have GlideSlope join CSM. Through this acquisition we now have the ability to assist clients at a much earlier and more strategic point in their sponsorship journey. GlideSlope is an important component in creating a differentiated offering; with our in-house services now ranging from research and analytics to experiential and production, we deliver efficiencies that not many agencies can match."*

Dave Mingey, Co-Founder and President of GlideSlope, said: *"Along with my Co- Founder Eric Guthoff, we were impressed by the talent being assembled in North America under CSM's Chairman Harlan Stone and Group CEO Jeff Shifrin. The opportunity to build the CSM brand, in line with the future sports and entertainment needs of clients, was highly appealing. Equally, the global reach and resources already in place at CSM provides us with immense scale that was previously unavailable to us."*

In line with the reorganisation of CSM's individual agencies under a single unified brand presence, announced at the start of the this year, GlideSlope will become the Advisory Group of CSM North America with immediate effect. Speaking of the new brand proposition Jeff Shifrin, said: *"The decision to reorganize the business was grounded in providing greater value for our clients through access to the comprehensive range of capabilities, expertise and experience that sit within the group. The exciting addition of GlideSlope further differentiates our offering and is an important piece in our US strategy."*

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**Media Inquiries**

Simon Lamb, Marketing Manager, CSM

Telephone: +44 20 7259 8190

Mobile: +44 7908 258 235

Email: [simon.lamb@csm.com](mailto:simon.lamb@csm.com)

**About CSM Sport & Entertainment**

CSM is a global leader in sport and entertainment and is part of Chime Communications. CSM is active in every major sport through world-class services from strategy to execution. The organization is made up of market-leading specialists that operate on every continent with more than 950 people across 27 offices in 19 countries.

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**About GlideSlope**

GlideSlope is an objective management advisory firm that focuses solely on helping businesses leverage global sport to drive growth. GlideSlope utilizes data-driven insights, along with thought leadership and creative design, to craft meaningful strategies that maximize a client's investment in sport.

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