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INVESTMENT YEAR: 2016

REALISATION YEAR: 2020

SECTOR: Services

### **Pan-European digital executive search**

The Up Group is a leading European digital executive search and networking business. Founded in 2007 by entrepreneur Clare Johnston, it has become a trusted digital advisor to boardrooms across Europe.

The Up Group has built the senior leadership teams for some of the world's most high profile companies, and is now known for its strong relationships with digital executives, entrepreneurs and investors. The firm's international roster of clients include VC-backed stars such as Skyscanner, WorldRemit and Airbnb, PE-owned growth stories like Photobox, Graze and Trainline, tech giants like Google DeepMind, JUST EAT and TripAdvisor, and corporates going through digital transformation such as Aviva, HomeServe and Guardian Media Group.

With demand for its services expected to grow substantially, Livingbridge invested in April 2016 to help the team strengthen its delivery capacity and expand its international footprint. The Digital Masters programme, which brings together industry leaders throughout the year at a variety of exclusive events, is also being accelerated.

*Livingbridge's strategic guidance and financial support have proved invaluable in taking us to the next level, and I am proud to say that The Up Group is now in a stronger position than ever. We look forward to starting our partnership with Alexander Mann Solutions. Having already worked closely with its founder Rosaleen Blair, for several years, we have every confidence in our ability to continue our growth journey.*

**Clare Johnston**  
**CEO & Founder, The Up Group**

*I am thrilled with the level of success achieved by The Up Group,*

*particularly over the past four years. It has been a real pleasure to partner with Clare and the team to further consolidate their leadership position in the digital talent sector. We wish the team all the best in the next stage of their development.*

**Marl Turner**

*Our amazing clients are looking to change the world, and we are determined to do everything we can to help them. This means growing our team and opening offices in some of the key centres where we're seeing significant demand for our services. In Livingbridge, we have found a partner who really understands, and is excited by, the opportunities ahead, and we are delighted to be working with them.*

**Clare Johnston**

**Founder and co-CEO, The Up Group**

## **The Up Group timeline**

**2007** The Up Group founded

**2016** Livingbridge invests

**2016** Appoints new chair

**2020** Livingbridge realises investment



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