

Stratulat Albulescu advises leading digital technology consulting company Brillio in connection with the acquisition of Cognetik



Stratulat Albulescu advises leading digital technology consulting company Brillio in connection with the acquisition of Cognetik, a data and insights company with deep expertise in improving digital experiences for its customers.

The acquisition of Cognetik strengthens Brillio's strategy to further extend its services in the world in particular its analytics business, while the Romanian presence will make the recruitment of talent from Europe much easier.

With more than 2,300 employees working in their offices located in United States of America, Canada, United Kingdom and India, [Brillio](#) is a global leading digital technology consulting and solutions company. Since its inception in 2014, Brillio has been focused on delivering design-led solutions for their customers. The company's mission has been to bring innovation to the digital world and provide the best customer experience possible through true partnerships and integration with their clients.

Founded by *Catalin Iuga, Daniel Herdean* and *Matt Alexander*, [Cognetik](#) is an analytics and data science company, acting for high-profile clients - some of the world's largest brands - such as McDonald's, eBay and Facebook. Cognetik is headquartered in Cary, North Carolina, but inceptioned in Romania where the company still has a significant presence.

Stratulat Albulescu advised Brillio on all the Romanian elements of the deal. The team included Managing Partner **Silviu Stratulat** and Managing Associate **Cristina Man**, both of them in the Tech M&A dedicated group.