



GrowthPlay
Lisa Spathis
Media Contact
847.831.1367
lisaspathis@gmail.com

GrowthPlay Acquires Akina Corporation

CHICAGO (December 15, 2014) – GrowthPlay, an integrated sales effectiveness services provider that helps organizations drive profitable revenue growth, today announced it has acquired Akina Corporation, a Chicago, IL based consulting, coaching and training firm focused on teaching individual practitioners and teams how to better start, build and sustain relationships that lead to enhanced revenue growth.

“Akina fills a void in the market for sales coaching and training of professionals who are hired for their specialized or technical expertise, such as lawyers, consultants or bankers, but also need to be highly effective at relationship building and generating business,” said GrowthPlay CEO Dan Weinfurter. “Our acquisition of Akina will greatly expand our ability to serve a critically important and large market segment, but one that has significantly different needs than traditional sales organizations.”

Joining GrowthPlay is the entire team of Akina professionals including founding partner, Deborah Knupp. “We founded Akina in 2001 to help lawyers and practitioner-led firms realize greater success and satisfaction by serving their clients well, growing their businesses through authentic relationships and leading their organizations with a spirit of generosity,” said Knupp. “GrowthPlay’s depth of resources and expertise will allow us to expand our reach and capabilities in order to help even more firms.”

“The combination of the two firms represents a perfect fit for GrowthPlay,” said Weinfurter. “The GrowthPlay team combines experienced consultants with proven processes, content, tools and technology to drive measurable and sustainable improvement in revenue growth. In addition, both Akina and GrowthPlay share a common vision of the importance of the business development role within organizations and the belief that relevant and focused training, development and coaching that will enhance both the skills of their people and revenue performance.”

About GrowthPlay

GrowthPlay addresses a pressing market need to help businesses achieve better results by improving the sales capabilities and performance of front line and customer facing staff. We help clients improve their ability to drive profitable revenue growth by assessing and improving the capability, potential and execution of client facing individuals and teams. GrowthPlay’s holistic approach brings together best-of-breed services and technologies in sales effectiveness consulting, including the use of predictive assessment technology, and a broad array of proven sales training, development and coaching interventions.

Dan Weinfurter, GrowthPlay’s CEO, has been the founder and CEO of two previous private equity-backed businesses and was the number two executive for a third. All three achieved high rankings on the Inc. 500, with Parson Group landing the coveted #1 spot. He is also currently an Adjunct Lecturer at Northwestern University’s Kellogg School of Management teaching a class titled Human Capital and Enterprise Scaling.

GrowthPlay recently closed on funding from Driehaus Private Equity. In addition to funding organic growth, the partnership with Driehaus will allow GrowthPlay to pursue acquisitions of best of class companies across a unique combination of technology, content and consulting services providers in the sales effectiveness industry. Ultimately, the goal will remain focused on providing services that help clients drive profitable revenue growth. For more information, visit GrowthPlay.com.

###