



LePoidevin Marketing Announces Acquisition by CBBB Holdings

Brookfield, Wis. (February 6, 2025) — As part of a multi-year deal structure, LePoidevin Marketing has been acquired by CBBB Holdings. LePoidevin Marketing founder, Dean LePoidevin, will continue to hold an interest in the firm, and remains a strategic lead for the agency's animal health and pest management industry accounts.

Headed by Krystof Bartos and Mark Christian, CBBB Holdings drives growth by aggregating and developing synergistic small and medium sized businesses. CBBB Holdings previously acquired the Snyder Group, a Connecticut-based marketing agency, and Leeds, New York-based agency, KathodeRay Media. CBBB Holdings will operate the three companies independently.

"This merger allows us to continue serving our clients strategically while offering them the benefits of additional digital and web competencies when needed," said Dean LePoidevin. "I am excited to be a part of LePoidevin Marketing's future growth alongside Krystof and Mark."

LePoidevin Marketing will remain a full-service marketing communications agency offering clients strategic marketing, advertising, research, public relations, creative design, copywriting and digital services, including website development and social media.

"We are thrilled to welcome LePoidevin Marketing into CBBB Holdings' portfolio of agencies. We firmly believe in LePoidevin's capabilities, creativity, energy and longstanding client success. Adding LePoidevin's all-star group – rich with expertise and intellect – to create a powerhouse of creativity and innovation, is something we are extremely enthused about," said Mark Christian, co-owner of CBBB Holdings.

Added CBBB Holdings Co-owner Krystof Bartos, "this is another exciting chapter for CBBB Holdings as we continue to deliver unparalleled marketing solutions for our clients through strategic acquisitions."

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LePoidevin Marketing is a full-service marketing communications agency based in Brookfield, Wis. The firm has served U.S. and international clients for more than 25 years, and specializes in industries including animal health, pest management, material handling and packaging.

KathodeRay Media is a full-service digital marketing agency based in Greene County, NY that has been serving the Northeastern US and beyond for more than 25 years, specializing in government communications, public health and home improvement marketing.

Snyder Group is a data-driven digital marketing services firm based in Connecticut, serving regional, national and international clients in industries that include manufacturing, technology, life sciences and education.

CBBB Holdings is an investment holdings company with footprints in Europe and the United States. The company specializes in driving growth by aggregating and developing synergistic small and medium-sized Professional Services businesses.