



Herringbone Digital Acquires Hennessey Digital, Expanding Platform into Legal Marketing Vertical

LOS ANGELES (June 11, 2025) — Trinity Hunt Partners-backed Herringbone Digital, a digital marketing platform partnering with best-in-class local digital marketing agencies, service providers, and tech-enabled solutions, today announced the acquisition of Hennessey Digital, a leading digital marketing agency serving law firms nationwide. This strategic acquisition marks Herringbone Digital's first investment in the legal marketing vertical and expands upon its multi-industry strategy to build a leading digital marketing platform with best-in-class functions across the dental, legal, healthcare, and home services sectors.

Founded in 2015 by Jason Hennessey, Hennessey Digital has established a reputation as a white-glove service provider specializing in SEO and other complementary digital marketing solutions for law firms, with a particular focus on personal injury practices. The Valencia, California-based agency operates with a fully remote team of 125 professionals and has been recognized as one of Fortune's 50 Best Workplaces in Advertising & Marketing. The company will continue to operate under its established brand, and all members of Hennessey Digital's executive team will continue in their current roles, ensuring continuity of service and company culture.

"This partnership represents a transformative new chapter for Hennessey Digital and our team," said Jason Hennessey, Founder and CEO of Hennessey Digital. "In a highly-fragmented industry with many strong players, we are fortunate to join forces with partners who understand our vision and will work alongside us to become the undisputed leader in legal marketing, offering the most comprehensive suite of solutions for law firms looking to grow. With Herringbone's support, we can preserve the local brand identity and business structure we've worked hard to build while gaining the resources to expand our capabilities. We are proud to be part of an innovative movement alongside Raj and his team to better serve our client base and create new opportunities for Hennessey."

The acquisition reflects the evolving legal marketing landscape, where law firms seek comprehensive digital solutions. Hennessey Digital serves clients nationwide, providing SEO, digital PR, PPC management, and web design services. Joining the platform enables Hennessey Digital to better leverage AI advancements and integrated capabilities across Herringbone Digital's multi-vertical strategy, providing enhanced value to its clients.

"Jason and the Hennessey Digital team have built one of the most respected and results-driven agencies in the legal marketing space," said Raj Ramanan, CEO of Herringbone Digital. "Their unparalleled expertise in helping personal injury law firms

scale, combined with their drive for innovation and client-first mindset, makes them the perfect cornerstone for our legal vertical. This partnership represents a significant milestone in our mission to bring together visionary founders and build a category-defining, fully comprehensive marketing platform in the industry. We're excited to work together to redefine what's possible for legal marketing."

For more information about Herringbone Digital's strategy and M&A opportunities, visit www.herringbonedigital.com.

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ABOUT HENNESSEY DIGITAL

Hennessey Digital is a leading digital marketing agency providing white-glove services to law firms nationwide. Founded in 2015 by Jason Hennessey, the company delivers SEO, digital PR, PPC management, and web design services primarily to personal injury law firms. With a fully remote team of 125 professionals, Hennessey Digital has built a reputation for excellence in the legal marketing industry and has been recognized as one of Fortune's 50 Best Workplaces in Advertising & Marketing. For more information, visit www.hennessey.com.

ABOUT HERRINGBONE DIGITAL

Herringbone Digital partners with best-in-class local digital marketing agencies, service providers, and tech-enabled solutions run by experienced leaders. Founded in 2024, the platform focuses on serving businesses in the dental, legal, home services, and healthcare sectors. Backed by Trinity Hunt Partners, Herringbone Digital is building a leading platform through strategic acquisitions and organic growth initiatives. For more information, visit www.herringbonedigital.com.

ABOUT TRINITY HUNT PARTNERS

Trinity Hunt Partners is a growth-oriented private equity firm with over \$2 billion of assets under management focused on building leading B2B and B2C services companies. Trinity Hunt's mission is to provide the talent and strategic, operational, and financial capabilities needed to build entrepreneurial services companies into market leaders. Trinity Hunt was ranked tenth amongst all firms worldwide on HEC-Dow Jones' most recent Top Small-Cap Buyout Firms List (2024), which ranks firms based on their performance for investors across funds raised over a 10-year periodⁱ. For more information, visit www.trinityhunt.com.

For Press Inquiries

Allie Gamble
MiddleM Creative (on behalf of Herringbone Digital)
allie@middlemcreative.com
T 704.280.1432

ⁱ [Revealed: The top 20 global small-cap private equity firms](#); Trinity Hunt Partners was ranked 10th amongst all firms worldwide on the most recent HEC-Dow Jones Top Small-Cap Buyout Firms List (2024), which ranked firms based on their performance across funds raised over a 10-year period between 2011 and 2020. The list was published on April 1, 2025. In total, performance data was analyzed across 649 PE firms through data sourced from Prequin, a third-party database neither managed by nor affiliated with Trinity Hunt Partners, as well as data sourced directly to HEC/Dow Jones. Trinity Hunt Partners did not pay any compensation directly or indirectly to participate in, be nominated, or otherwise in connection with this ranking. Neither HEC nor Dow Jones is affiliated with Trinity Hunt Partners, nor do they invest in any investment vehicle sponsored by Trinity Hunt Partners.