



## Trinity Hunt Partners Announces Herringbone Digital Platform in the Local Digital Marketing Industry

**DALLAS (April 16, 2025)** — Trinity Hunt Partners, a growth-oriented private equity firm, is pleased to announce the formation of Herringbone Digital, a platform executing a buy-and-build strategy of best-in-class digital marketing agencies, service providers, and tech-enabled solutions dedicated to the dental, legal, home services, and healthcare sectors.

The Herringbone Digital platform was established in late 2024 and recently completed its first investment in a digital marketing agency for dental practices nationwide. Building on this momentum, Herringbone Digital is evaluating complementary companies that support its expansion plans in dental and other target verticals.

"What sets Herringbone Digital apart is our direct experience as founders and operators," shared Raj Ramanan, CEO of Herringbone Digital (former COO of Scorpion). "We empathize with and celebrate the entrepreneurial journey with all its challenges and rewards. We aim to be the partner we wish we'd had earlier in our careers—trustworthy, accountable, and driven by a culture of integrity. In addition, Trinity Hunt's partnership has been invaluable, providing strategic guidance and capital while leading with their founder-friendly reputation."

To set a strong foundation for the platform, Herringbone Digital appointed a leadership team with deep experience in local and digital marketing, including Ramanan, Michael Lucente (CFO), Azim Nagree (Head of M&A Origination), Madeline Nauyokas (VP of M&A), and Matt Larson (VP of M&A). Daniel Street, former CEO of Scorpion, will serve on Herringbone Digital's Board of Directors, contributing additional knowledge and experience. Collectively, the leadership team has an extensive track record of investing in and scaling digital agencies and related businesses.

"The Herringbone Digital executive team brings years of experience in the local digital marketing services industry, and we are excited to offer strategic direction and capital to support an already strong pipeline," commented John Martin, Principal at Trinity Hunt Partners. "Raj and the leadership team's approach to finding and investing in the industry's best founders and operators aligns perfectly with Trinity Hunt's focus on relationship-based partnerships. We believe Herringbone Digital is uniquely positioned to become a leader in this highly fragmented market."

Herringbone Digital is actively seeking opportunities to invest in digital marketing agencies and ancillary service providers serving the dental, legal, home services, and

healthcare sectors. For more information and to connect with Herringbone Digital's team directly, please reach out to Azim Nagree, Head of M&A Origination, at [azim@herringbonedigital.com](mailto:azim@herringbonedigital.com) or Raj Ramanan, CEO, at [raj@herringbonedigital.com](mailto:raj@herringbonedigital.com).

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### **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. For more information, visit [www.herringbonedigital.com](http://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 business, healthcare, and consumer 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 period<sup>ii</sup>. For more information, visit [www.trinityhunt.com](http://www.trinityhunt.com).

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<sup>i</sup> The statements of Mr. Raj Ramanan are solely his opinion and representative of his experience with Trinity Hunt Partners ("Trinity Hunt") and other portfolio company executives may not necessarily share the same view. An executive with a Trinity Hunt portfolio company may have an incentive to make a statement that portrays Trinity Hunt in a positive light as a result of the executive's relationship with Trinity Hunt and any influence that Trinity Hunt has or had over the governance of the portfolio company and the compensation of its executives. It should not be assumed that Trinity Hunt's investment in the referenced portfolio company has been or will be profitable - no compensation was provided for the above statements, and Mr. Ramanan is not a current client or investor in funds managed by Trinity Hunt.

<sup>ii</sup> [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 Preqin, a third-party database neither managed by nor affiliated with Trinity Hunt Partners, as well as data sourced directly to HEC/Dow Jones. Neither HEC nor Dow Jones is affiliated with Trinity Hunt Partners, nor do they invest in any investment vehicle sponsored by Trinity Hunt Partners.