HGGC Completes Investment in SSI

Contributed by HGGC
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HGGC, a leading middle market private equity firm, today announced that it has completed its majority investment in the parent company of Survey Sampling International, LLC (â€œSSIâ€• or â€œthe Companyâ€•), a leading provider of data solution technology for consumer and business-to-business research. The investment was done in partnership with Providence Equity Partners and Sterling Investment Partners, who are retaining minority stakes in the business. Terms of the transaction were not disclosed.

Founded in 1977 and headquartered in Shelton, Conn., SSI utilizes its online, mobile and offline capabilities to help deliver market research insights by managing more than 31 million surveys annually. The Companyâ€™s more than 3,000 customers include some of the largest organizations in the world, ranging from leading market research and consulting firms to Fortune 500 businesses and universities. With 25 offices in 18 countries on five continents, SSI is focused on people, panels and technology to deliver both consumer and business-to-business based intelligence on a global scale.

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â€œWe look forward to a productive partnership with HGGC while we work to accelerate our growth strategy and increase our global presence,â€• said Chris Fanning, President and CEO of SSI. â€œWe recorded substantial revenue growth in 2014, and are excited by the opportunities we see ahead for the Company.â€•

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â€œHGGC and the SSI management team share a vision for how the Company can address the growing demand for actionable market insights,â€• added Rich Lawson, CEO and Managing Partner of HGGC. â€œWe will work closely with Chris and his team to effectively leverage SSIâ€™s industry-leading experience and diverse market knowledge to grow its customer base and bring innovative market research solutions to global clients.â€•

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SSI marks HGGC's ninth investment of 2014, and seventh information services investment this year, following AutoAlert and Serena Software.