



Press Release: Grey Matter & W Alexander Group April 7, 2021

Press Release – For Immediate Release

W Alexander Group Announces Equity Investment in Grey Matter a Leading B2B Customer Acquisition Agency for Middle Market Companies

Cincinnati, Ohio

April 7, 2021

CINCINNATI, Ohio – The W Alexander Group, private investors focused on making businesses more sellable and increasing their value while also providing an alternative route for business owners having to sell their business now announced it acquired an equity stake in Grey Matter, an Ohio based B2B Customer Acquisition Agency specializing in servicing the middle-market.

The Online B2B customer acquisition services industry has been a beneficiary of significant growth acceleration over the past year, some of which has been driven by the COVID-19 pandemic and the reallocation of budgets from field marketing and events to digital services. According to Statista Research the market for digital lead generation spending is expected to grow to 3.24 Billion dollars in 2023. Senior sales & marketing executives *are gaining access to powerful new technologies for streamlining lead collection at an ever-accelerating pace.*

“The business building know-how and resources that the W Alexander Group brings to us has already accelerated a multitude of outputs, leading to new business opportunities and innovative growth,” said Zach Strauss CEO and founder of Grey Matter. “The partnership will help accelerate Grey Matter’s growth and address our clients’ needs around the U.S. We are thrilled to have their support and are very excited about this next chapter of growth.”

Bill Goldberg, Managing Principal of the W Alexander Group, commented “We are excited to formally partner with Zach and his team to capture our share of the exciting growth in the B2B digital marketing industry. They have built a solid foundation and have an incredibly rare ability to identify a service gap in the market, technically act on it, and have a minimum viable product standing in a short time frame.

Zach is passionate about redefining traditional demand generation and *intimately understands that the future of this industry will be defined by technology adoption such as artificial intelligence to help clients find high-precision targets then qualify them at rapid speed and scale.*

About the W Alexander Group:

[The W Alexander Group](#) are private investors who work in active partnership with B2B owners to provide an alternative to selling their business through strategic and operational scaling initiatives. Contact them at info@walexandergroup.com

About Grey Matter:

[Grey Matter](#) is an early-stage Ohio based B2B digital customer acquisition agency specializing in servicing middle-market businesses. They employ an integrated stack of technology services that delivers repeatable, scalable, and predictable revenue for their clients. Grey Matter was founded and is currently led by Zach Strauss.

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