

Ciesco advises MurphyCobb & Associates, a Global Production Investment Optimisation Business, on its Investment from YFM Equity Partners

22 August 2025 – London: Specialist M&A advisory firm Ciesco is proud to announce the successful completion of its latest transaction, serving as exclusive sell-side advisor to MurphyCobb & Associates (MCA) on its recent investment from YFM Equity Partners.

Ciesco was chosen as exclusive sell-side advisor for its in-depth industry knowledge and extensive global network of senior buyers and investors across the media, marketing, and technology sectors.

This significant backing represents one of the most impactful capital investments in the production consultancy sector and is a strong endorsement of MCA's global presence, cutting-edge technology, and strong growth trajectory.

Founded in 2006 and headquartered in London, MCA helps leading global brands such as Reckitt, Mars, Coty, and Toyota maximize the value of their marketing spend. Operating in 38 countries, MCA streamlines complex production processes, boosts efficiencies, and reduces carbon emissions across channels including digital, TV, print, and PR. Its proprietary technology platform, Control Room, enables marketing teams to drive data-led decisions and deliver measurable efficiencies at scale.

The investment follows a period of exceptional performance and a fundamental shift in MCA's approach, evolving from tactical delivery to strategic, long-term partnerships. The firm has seen a marked increase in retainer relationships and growing demand for its expertise in areas like AI adoption, sustainability, and intelligent tech integration.

This milestone also follows recent leadership hires: Simon Sikorski has been appointed President for North America, bringing experience from senior leadership roles at XR Extreme Reach and IPG's Craft Worldwide, while Sophie Daranyi, former CEO of Haygarth and senior leader at Omnicom joins the business as Non-Executive Chair.

Pat Murphy, CEO & Founder of MCA, said:

"This is a transformational moment for our business. Clients are under huge pressure to deliver more, across more channels, in less time and with lower emissions. Our ability to deliver real strategic value through data, technology and hands-on production expertise is what sets us apart. Our team are obsessed with ensuring our clients are delivering the most impactful creative advertising and sourcing it in the smartest way possible. With YFM's backing, we now have the firepower to scale globally, deepen our tech offer, and lead the way in sustainable marketing production."

Reflecting on the role of the advisor, Pat commented:

"We selected Ciesco for their extensive experience in our sector, and unique blend of industry practitioners and specialist investment bankers. Their deep sector expertise, combined with a strong network across the marketing and investment landscape, enabled them to run a highly competitive process. Ciesco provided us with a dedicated, hardworking team and consistent senior-level support throughout the M&A journey. It was encouraging to see such strong interest in our business, and in YFM, we have found a partner with the firepower and resources to supercharge our next phase of growth."

Chris Sahota, CEO and Founder of Ciesco, said:

"We are delighted to have advised MCA and its shareholders on this landmark transaction. MCA are leading the way in helping global brands navigate the fast-changing content production industry and is generating significant value for marketers. Through their new partnership with YFM, MCA will have the additional firepower to supercharge its already impressive growth. This is a great outcome for MCA's management team, its employees and its clients."

Jack Andrews, Director at Ciesco, added:

"This deal marks Ciesco's fifth transaction in the marketing procurement industry. This sector has seen significant growth and investment over recent years as global brands are increasingly demanding more transparency, control and ROI on their marketing spend."

This transaction follows Ciesco's previous advisory roles on the acquisitions of R3 by MediaSense, RightSpend by LDC, MediaPath by Ebiquity, and MediaSense by Apiary Capital.

About Ciesco – [website](#)

Ciesco is a leading specialist M&A firm with a focus on the Media and Technology sectors. Headquartered in London, Ciesco operates globally and offers a unique combination at partnership level of senior industry practitioners and sector specialist investment bankers. This enables an extensive network of contacts and strong relationships that reach into organisations worldwide at C-suite sponsor levels. Ciesco is well regarded in the market for its specialist advice derived from the deep understanding of the sector, industry and buyer landscape insights, and execution expertise.

About Murphy Cobb & Associates – [website](#)

Founded in 2006, MCA is a global consultancy specialising in advertising production. With clients across FMCG, retail, automotive, and beauty, MCA helps brands optimise production strategy, enhance efficiency, and reduce environmental impact. Its proprietary 'Control Room' platform powers data-led decision-making across 38 countries with a fully remote global team.

About YFM Equity Partners – [website](#)

YFM Equity Partners is private equity firm that invests between £3m and £15m in fast-growing UK businesses. With offices in London, Leeds, Manchester, Reading, and Birmingham, and over 40 years of experience, YFM manages over £750 million in funds and supports ambitious teams across a range of sectors.
