

## Grant Avenue Recapitalizes CREO Consulting



The life sciences consulting industry is witnessing a dynamic shift as it adapts to emerging trends. With advancements in biotechnology, precision medicine, and data analytics, consulting firms are playing a pivotal role in guiding pharmaceutical, biotech, and healthcare companies towards innovation and market success. The complex regulatory landscape, coupled with the challenges of global expansion and pricing strategies, underscores the demand for specialized consulting expertise. A growing emphasis on patient-centricity, diversity in clinical trials, and environmental sustainability are shaping the industry's trajectory. Life sciences consulting is not only a catalyst for change but also a key driver in advancing healthcare and pharmaceutical solutions reshaping the future.

Founded in 2015, CREO Inc. ("CREO") is an award-winning provider of strategy, M&A, digital

transformation, cyber security, IT quality and regulatory compliance consulting services to life sciences and healthcare organizations. CREO boasts an impressive history of delivering business results and expanding its customer base, exemplified by its consistent inclusion in the Inc. 5000 list of America's fastest-growing private companies for the last four years and its recurrent recognition on the [Triangle Business Journal's Fast 50](#) list of rapidly growing companies in the Triangle region.

Grant Avenue Capital's ("Grant Avenue") impressive healthcare investment experience and deep industry network made the ideal strategic partner for CREO to continue to build on its successful growth. Crosstree's comprehensive knowledge of the life sciences consulting industry assisted Grant Avenue in evaluating CREO as the optimal transaction partner.

Crosstree assists clients in achieving their strategic goals by identifying the ideal transaction partner, formulating a growth-focused strategy, and executing the plan.

## ABOUT GRANT AVENUE CAPITAL

# GRANT AVENUE

Grant Avenue Capital is a healthcare-focused, middle-market private equity firm targeting investments alongside forward-thinking management teams that seek an experienced and innovative investor with highly flexible capital, both in terms of duration and structure. The firm focuses on control buyouts, buy-and-builds, corporate carve-outs, joint-control partnership investments, and special situations.

## ABOUT CREO INC.



CREO, Inc. is the preferred consultancy to the world's most promising companies that seek to improve human health. CREO serves growing life sciences, healthcare and private equity portfolio companies across the U.S. and international markets. The company's expertise and knowledge in Strategy, M&A, Digital Transformation, Cybersecurity, and IT Quality & Regulatory Compliance help organizations improve today's business performance and develop tomorrow's clinical innovations. Founded in 2015, CREO is headquartered in North Carolina's Research Triangle Park.

## CROSSTREE'S EXPERTS ARE SPECIALISTS IN THE NUANCES OF HEALTH SCIENCE AND PROVIDE:

- Deep analytics of capabilities and gaps
- Systemized tactical strategies and a road map to success
- Engaged experts in market analysis, financials, and premium valuations
- Targeted and qualified prospects
- Up-to-date industry trend analysis and forecasting

All while prioritizing corporate core values.

## MEETING THE NEEDS OF BOTH THE BUYER AND THE SELLER - BY THE NUMBERS AND BEYOND - IS CROSSTREE'S SPECIALTY.

Crosstree's **proven track record** of superior outcomes is the result of balanced, hands-on guidance from start to close. Partner with the leading health science experts today.



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