

PRESS RELEASE

Bluelight becomes employee-owned

As the Birmingham and Kent based digital agency for membership associations and charities enters its 10th year, Bluelight has become employee-owned.

The move means Bluelight's employees now indirectly own 100% of the company through an Employee Ownership Trust (EOT). While the current Board of Directors remain in place, they will work alongside a newly formed Board of Trustees who look after the EOT. Meanwhile, everyone in the Bluelight team will benefit from its ongoing success.

An increasingly popular move for many growing technology businesses, becoming an EOT fits with the founders' vision to "do things differently."

*"Before we formed Bluelight, Michael and I had both worked in large organisations and seen the impact external funding or a third-party sale could have on client results," said **Marios Chrysanthou, Co-Founder and MD of Bluelight.** "We knew we didn't want to sell the company and risk losing our identity, values, and employee futures. We also wanted to keep our clients front and centre. Creating an EOT felt like a better way forward for us."*

The Bluelight team has already reassured existing clients that nothing changes. Products and services remain the same while there's no compromise on Bluelight's client-focused vision.

*"We're incredibly excited about the future of Bluelight and the value we can continue to give our clients as an EOT. Controlling our destiny and remaining true to our vision, we have so much more to give. Recent conversations with our clients confirm they share our optimism coupled with our collaborative approach. This is how we'll continue to grow," said **Marios.***

Bluelight specialises in CRM, web, and data solutions for membership organisations and charities. We help our clients engage, retain, and grow their members and supporters by transforming digital experiences using industry-leading technologies like Microsoft Dynamics 365 and Umbraco CMS.

For more information, visit www.teambuelight.com or call +44 1732 525880.

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Notes for editors

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