

Austin Business Journal - March 22, 2007

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Bulldog bites off \$5M investment

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Bulldog Solutions Inc. has pocketed \$5 million from SSM Partners, a private-equity firm focused on high-growth, technology-oriented service providers.

The Austin-based company, which uses Webinar campaigns and Web-based programs to help companies generate leads for sales and marketing, will use the cash infusion to hire more people and continue product development. Bulldog employs 37 people in Austin and has a small European office.

Spokeswoman Amy Bills says the company doesn't know exactly how many workers will be hired soon, but she says all of the company's departments -- from sales to product development to information technology -- will grow.

Between 2003 and 2005, Bulldog's revenue jumped 473 percent, according to the Austin Business Journal's Fast 50 list. Revenue in 2005 totaled about \$3.3 million.

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