

Transformers Institute Announces Strategic Acquisition of Spark Interactive

A strategic move that allows Transformers to expand its services and reach a broader audience in the industry.

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based [Transformers Institute](#)

(Transformers) has recently acquired

[Spark Interactive](#) (Spark), a video

production and marketing agency specializing in the Automotive

Aftermarket sector. This strategic move

will allow Transformers to expand its

services and reach a broader audience in the industry.



The acquisition of Spark Interactive brings on board their Founder and CEO, Patrick Egan, who will join Transformers as the Vice President of Marketing and Creative Director of the company's

marketing division. Egan's extensive experience in the Automotive Aftermarket sector and his video production and marketing expertise will be a valuable asset to Transformers.

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Greg Bunch

Transformers Institute is a leading training and coaching firm in the Automotive Aftermarket sector, providing innovative solutions and strategies to business owners. With the addition of Spark Interactive, Transformers will now be able to offer comprehensive video production and

marketing services to its clients, helping them to promote their businesses and reach their target audience more effectively.

"We are thrilled to welcome Spark Interactive and Patrick Egan to the Transformers family," said Transformers CEO Greg Bunch. "This acquisition will not only enhance our capabilities but also allow us to better serve our clients in the Automotive Aftermarket sector. We are confident that

with Patrick's expertise and leadership, we will continue to provide top-notch services to our clients and drive their businesses to success."

Egan shared his enthusiasm for the merger: "Merging with Transformers Institute is a compelling opportunity to unite our shared goals of enhancing the automotive industry's stature and empowering business owners. At Spark, we aimed to showcase businesses' unique strengths through storytelling and video marketing. Together with Transformers, we are poised to further elevate the success of the automotive repair sector."

The acquisition of Spark Interactive by Transformers is a significant milestone for both companies and the Automotive Aftermarket sector. This partnership will bring together two industry leaders and provide a one-stop shop for businesses looking to elevate their marketing strategies. With this move, Transformers Institute solidifies its position as a leader in the industry and is poised for continued growth and success.

About Transformers Institute:

Transformers Institute is a leading firm in automotive education, committed to shaping the future of the industry through innovation, education, and strategic growth. With a focus on excellence and leadership, Transformers Institute empowers individuals and organizations to thrive in the dynamic automotive landscape.

Patrick Egan

Transformers Institute

+1 805-403-3462

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