

# PRESS RELEASE

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## Baker Donelson Represents Outliant in Sale to Ignite Visibility

April 30, 2025

**The national law firm of Baker Donelson served as legal counsel to Outliant, a prominent web development and digital marketing agency, in its acquisition by Ignite Visibility.**

The Baker Donelson team advising on the transaction was led by Jordan Savitz (Baltimore and Washington, D.C.) and included shareholders Martha L. Boyd (Nashville), Matthew G. Huddle (Baltimore), and Matthew G. White (Memphis); of counsel Elverine "Rena" F. Felton (Atlanta) and David Franklin Sawrie (Nashville); and associate Drew C. Bigelow (Jackson, Mississippi).

"Jordan and his team provided unparalleled support throughout this transaction. He expertly navigated complex issues and made sure that his team worked quickly and efficiently to get the deal done on an accelerated schedule," said Joel Green, founding partner of Outliant.

**Outliant** provides advanced website development and ongoing optimization services across a range of content management systems, including web design and development, search engine marketing, paid media strategy, branding, and creative direction, with a focus on serving multi-location clients. The acquisition expands Ignite Visibility's team to more than 350 digital marketing professionals.

**Ignite Visibility** is a digital marketing agency that specializes in supporting multi-location service providers. Its 'national-to-local' execution model includes services such as search engine optimization, content development, digital public relations, paid media, social media advertising, and more.

**Morrison & Foerster LLP** served as counsel to Colorado-based Mountaingate Capital in this transaction. **Potomac Business Capital** served as broker to Outliant.

To read the original press release, [click here](#).