Falfurrias Capital Partners Makes Majority Investment in Freeman & Forrest, the Practitioner-Led B2B Influencer Marketing Firm

Investment will help Freeman & Forrest set the standard for B2B influencer marketing as the category rapidly expands

CHARLOTTE, N.C., November 19, 2026 – Falfurrias Capital Partners ("Falfurrias") today announced a majority investment in Freeman & Forrest, the firm that has turned B2B influencer marketing into a scalable, accountable channel for enterprise and emerging technology brands to connect with hard-to-reach technical buyers. Co-founder Emily Freeman continues as Chief Executive Officer, and co-founder Forrest Brazeal continues to serve as President. Both will join the board.

With Falfurrias's growth capital and operating support, Freeman & Forrest will make influencer programs more effective for brands and more seamless for creators, allowing the firm to serve more of the world's largest technology companies, alongside the AI and cloud startups that are defining the next generation. Freeman & Forrest is also extending its model beyond enterprise technology into other B2B categories, where buyers similarly rely on trusted practitioners to make complex, high-stakes decisions. This investment comes when global influencer marketing spend is projected to reach $97.5B by 2030.

Technical buyers tune out traditional advertising and trust practitioners, yet most influencer marketing was built for consumer brands. Freeman and Brazeal saw that gap firsthand. Freeman is a former developer relations and product marketing leader at AWS, Microsoft, and several startups. She is the bestselling author of DevOps for Dummies and 97 Things Every Cloud Engineer Should Know. Brazeal is the former Head of Developer Media at Google Cloud and was named an AWS Serverless Hero. The two founded Freeman & Forrest after running developer and influencer programs inside the world's largest technology companies and finding that no outside partner was built to do the work well.

Freeman & Forrest built its model around how B2B buyers actually decide. Its proprietary Switchyard platform matches brands with a vetted network of practitioner creators and manages programs end to end. Technical and brand-safety reviews give enterprise clients confidence in what goes out under their name, and every program is built around guaranteed outcomes. In just two years, the network has reached 550M+ total followers across 1600+ vetted technical influencers and works with one-third of the technology companies in the Fortune 100.

"The engineers, developers, or AI practitioners who actually use a product are the most credible voices a brand can have," said Freeman. "With Falfurrias behind us, we can create more opportunities for our creators and bring this model to more B2B categories where buyers trust practitioners over vendors."

"Technical audiences can tell in a second when they're being marketed to by someone who doesn't understand their product or service," said Brazeal. "The creators in our network earn

attention because they speak from lived experience. This partnership will give our creators access to better tools and bigger stages to execute their work."

Alexander Jutkowitz, an Executive Advisor at Falfurrias, will serve as Executive Chairman, and Linda Boff, CEO of Said Differently and former Global CMO of GE, will also join the board alongside Joe Price, Partner at Falfurrias, and Gus Murray, Vice President at Falfurrias.

"Over the last decade, consumer marketing has been reorganized around creators, but B2B has largely missed that shift," said Jutkowitz. "Influencer platforms and agencies were designed for consumer categories, and few can handle long, complex buying cycles. Emily and Forrest have built the most credible team in the category with the standard of integrity enterprise brands demand. We're thrilled to help them build what's next."

"B2B marketers have always known that credibility wins, and Freeman & Forrest has found a way to deliver it at scale," said Boff. "I'm excited to be part of their next evolution as they become the authority in this space."

Hennepin Partners served as exclusive financial advisor and Gunderson Dettmer as legal counsel to Freeman & Forrest. Holland & Knight served as legal counsel to Falfurrias.

About Freeman & Forrest
Freeman & Forrest is a practitioner-led B2B influencer marketing firm that helps brands reach technical buyers through credible industry voices. The company designs and runs end-to-end influencer programs across cloud infrastructure, AI and machine learning, DevOps, cybersecurity, data, and SaaS, working with both enterprise technology leaders and fast-growing AI and cloud companies. Its proprietary platform, Switchyard, gives marketers the measurability of paid media with the credibility of creator-led content. Freeman & Forrest was founded in 2024 by Emily Freeman and Forrest Brazeal. For more information, visit www.freemanandforrest.com.

About Falfurrias
Falfurrias Capital Partners is an operationally focused, middle market private equity fund investing in high-growth companies across sectors including business services, government services, financial services, marketing and information services, food manufacturing, and industrial technology. The team is comprised of experienced investors and operators, supported by in-house resources spanning strategy and market insights, finance and integration, human capital, and technology. The fund is managed by Falfurrias Management Partners, a Charlotte-based private equity firm founded in 2006 by Hugh McColl Jr., former chairman and CEO of Bank of America; Marc Oken, former CFO of Bank of America; and Managing Partner Ed McMahan. The firm has raised approximately $4.0 billion across eight funds and invests in growing, middle-market businesses in sectors where the firm's operational resources, relationships, and sector expertise can complement portfolio company executive teams in support of long-term growth objectives. For more information, visit www.falfurrias.com.

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