

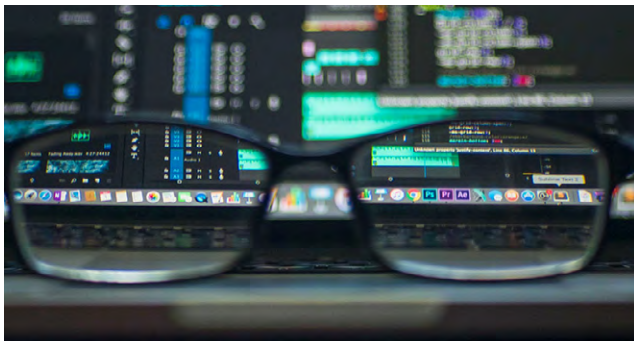
United States

PRIVATE EQUITY COMPANY OF THE YEAR

DDB Technology, LLC

Based in New York City, DDB Technology, LLC is an alternative private equity and innovation strategy company. The organisation was established on the belief that owners should be able to retain as much equity as possible in their own businesses, as they often sacrifice their innovation and business value through unnecessary dilution. In response, DDB Technology aids owners in expanding their equity value through cutting-edge strategies and commercialisation prior to seeking funding – whilst the specialist also provides equity, alongside funding with other partners further down the line. The company is led by its Founder, Denise Drace-Brownell, an innovative science and technology executive who has driven revolutionary ideas for private equity, medium-sized, and Fortune 500 companies.

DDB Technology currently focuses on three breakthrough areas – Binocular Vision (BV) Disorder, climate change, and intellectual property strategy. The organisation has made key discoveries in these areas and particularly for technology that can improve BV Disorder. Digital devices are an increasingly important part of people’s day-to-day lives, and DDB Technology felt that the public and private organisations were not paying enough attention to the risks of digital eye strain. The specialist



**DDB TECHNOLOGY IS
DRIVEN BY INNOVATIONS
THAT IMPROVE LIVES AND
TRANSFORM THE HUMAN
CONDITION.**



developed significant improvements to prismatic eyeglasses – which are popularly used to correct BV Disorder. The company innovated specialised technology glasses which can greatly benefit those with and without the condition to read detailed information in abstract formulas and spreadsheets. DDB Technology’s innovative philosophy extends beyond its projects and into its own office environment at the Rockefeller Center. Here, managers have creatively designed multiple uses for shared spaces, including the Radio Park Rooftop Garden which hosts group meetings and individual workspaces.

The judging panel was particularly impressed by the company’s innovative methodology, which helps business leaders uncover the real value of their organisations. DDB Technology’s unrivalled expertise in markets and capital, alongside its powerful partnerships, can help drive growth for its clients whilst retaining equity and growing their market share. The company empowers business leaders to realise the untapped potential of their companies and their innovations.



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