

Barbarossa Media Swipes right!

Swipe's MD and co-founder Leo Redelinghuys has announced the official acquisition of Barbarossa Media, a digital content marketing agency recently founded by Hendri Lategan.



Swipe intends expanding the scope of its offering in the digital landscape to strengthen its market position.

Barbarossa is a good fit as it aims to develop robust content strategies for brands to leverage high quality, publisher grade content with which to engage audiences in meaningful ways.

Redelinghuys says they have some of the best technical minds in the industry and with the addition of Hendri and the Barbarossa team can take the business to entirely new frontiers, with Lategan moving into the role of CEO at swipe and Barbarossa founding partner Kyle Hauptfleisch controlling content marketing operations, rebranding as 'swipe media.'

For more, visit: <https://www.bizcommunity.com>