

Sherpa Marketing merger with McKim Communications Group

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TDS lawyer Stefan W. Drew represented Winnipeg, Manitoba based Sherpa Marketing **on their merger** with one of Canada's oldest advertising agencies, McKim Communications Group Ltd. Sherpa's award-winning data-driven digital marketing service is a perfect complement to McKim's century-old strategic, branding and creative advertising practice.

Prior to the merger, Sherpa's head count had grown to 28 employees since 1996, with marketing expertise in a wide range of industries including agriculture, financial services, financial technology, post-secondary education, tourism, healthcare, and government. The agency has been sharing client work and winning new business with McKim since 2020 and the merger solidifies the business partnership between the two companies and created a prairie-owned, fully integrated national agency.

Sherpa and McKim embrace a hybrid workplace model and have staff located from Nova Scotia, Ontario, Manitoba and British Columbia. They even sport one full-time employee in Argentina! Together, Sherpa & McKim employ more than 55 people.

TDS provided a wide range of legal services to Sherpa throughout the merger process and the team included **Stefan Drew** (Corporate & Commercial Law), **Leilani Kagan, Q.C.** (Tax Law), **Megan Smith** (Employment Law)



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