

## **CREE8 Acquires BeBop Technology to Accelerate Innovation in the "Creator Economy"**



**LOS ANGELES - April 13, 2024 - [PRLog](#) -- NAB 2024** – BeBop Technology LLC, a leading provider of advanced enterprise solutions for remote and virtual post-production workflows for top media and entertainment companies, and CREE8, a provider of SaaS collaboration and workflow solutions for creative talent across multiple industries, have announced plans to merge. The merged company will be known as CREE8.

According to company officials the combined expertise of the two organizations will drive innovation in enterprise software and SaaS solutions to accelerate the creation of premium content. By leveraging the purchasing power of a broader network of content creators, CREE8 aims to deliver production resources previously only available for enterprise customers to the masses.

This merger underscores both companies' commitment to delivering exceptional value to content creators, owners and distributors while contributing to the digital transformation of the entertainment technology landscape.

Ali Mackani, Founder and General Partner of Bubble8 Venture Studio — a technology innovation incubator dedicated to transforming the Creator Economy as part of their Fund One Thesis – will serve as interim CEO of BeBop. Mackani brings extensive leadership experience and a proven track record of success in guiding and transforming companies from inception to maturity through critical periods of transition. He will oversee the integration process, ensuring a seamless transition for both teams, maximizing synergies between the two organizations to optimize opportunities for the content creator and entertainment technology communities.

"BeBop and CREE8 were founded to transform the way high-quality content is created, distributed, and consumed by providing the tools and resources needed by individuals and organizations bringing extraordinary experiences to consumers around the world," said Mackani.

"My mission is to ensure a successful and seamless integration while maintaining a steadfast focus on delivering our ambitious promise to the market. This merger is the latest development in our commitment to delivering exceptional shareholder value to our investors," he said.

"Continuity of vision and execution will be maintained," he added, "as the terms of the merger call for

David Benson, President and Chief Product Officer of BeBop, to move to a new role as a full-time BeBop board member. David's wealth of experience and expertise will continue to be leveraged to provide strategic guidance and insight through the merger process."

Upon the conclusion of the merger, which is expected to be finalized by May 7th, 2024, Lisa Watts, currently CEO of CREE8, will assume leadership of the combined entity. Watts will be tasked with spearheading efforts to expand the product offering, enhance the enterprise software suite, and launch new SaaS offerings that address the evolving needs of the creator economy.

"The combination of BeBop's technology and rich history with CREE8's cloud-based platform will further democratize, accelerate and empower the global content creator community, bringing new exceptional experiences to market in a profitable and scalable manner," says Watts.

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### **About BeBop Technology LLC**

Established in 2015, Los Angeles-based BeBop Technology sits at the intersection of art and technological innovation to enable editors, visual effects artists, animators, and producers to create and collaborate virtually and remotely. Committed to fostering innovation and ensuring customer satisfaction, BeBop provides cutting-edge enterprise solutions for remote and virtual post-production. BeBop has collaborated with some of the most renowned media and entertainment enterprises, facilitating transformative enhancements to their workflows. Learn more at [bebotechnology.com](http://bebotechnology.com).

### **About CREE8 Inc.**

A Bubble8 Venture Studio company, CREE8 Inc. is a pioneering provider of SaaS solutions that redefine collaboration and creative workflows for a diverse range of industries. The platform democratizes access to enterprise-grade cloud computing, content storage, and tools, empowering everything from individual freelancers to global teams to create, share, and excel. Committed to innovation, security, and user-centric design, CREE8 is a platform where imagination meets cutting-edge technology. Explore the future of creation with CREE8 at [cree8.io](http://cree8.io).

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