

# GÓMEZ-ACEBO & POMBO ACTS FOR INNOVATION CONSULTING WORLDWIDE ON INSITUM SALE

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**Gómez-Acebo & Pombo advised Madrid-based consultancy Innovation Consulting Worldwide on the sale of Insitum operations in Mexico, USA, Colombia, Perú, Brazil, Argentina and Spain to Accenture.**



The deals mean Accenture has now completed its acquisition of Insitum.

Consultancy Insitum advises businesses on growth strategies by employing methods grounded in behavioural science.

The Gómez-Acebo & Pombo team was led by New York-based partner David González (pictured), and included associate Rocio García de Oteyza.