

BSP hires former JPM EMEA TMT co-head Sonne

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Reporting by TMT Finance

[BSP](#), a New York City-based M&A technical advisor focused on digital infrastructure, has hired former [JPMorgan](#) banker Joachim Sonne as a senior advisor in London, TMT Finance understands.

Confirming the appointment, BSP said it has also added two datacentre executives as project directors in the US – Rob Moser and Tom Drouillard – effective 5 January. Moser was co-founder, president and COO of Immedion for 15 years and later served as interim COO of DartPoints following its 2021 acquisition of Immedion. Datacentre consultant Drouillard has previously held roles at CBRE, Cologix, BlackBerry [NYSE: BB] and Intel [LON: 0R24].

Sonne joins this month as BSP's first Europe-based advisor. He previously spent more than 20 years at JPMorgan, serving as managing director and co-head of the EMEA telecom, media and technology advisory group until September 2019.

Since leaving the bank, Sonne has taken on board and advisory roles, including as a non-executive director at Brussels-headquartered telecoms and IT services group Proximus [EBR: PROX], according to his LinkedIn profile.

Founded in 2017 by former cable executives Jack Burton and David Strauss, BSP provides technical and due diligence advisory services focused on broadband networks and datacentres.

BSP's previous mandates include advising T-Mobile [NASDAQ: TMUS] on its acquisition, alongside KKR, of Metronet; DigitalBridge [NYSE: DBRG] on its acquisition of WideOpenWest; and Tallvine Partners on its acquisition of Texas-based TRG Datacenters. In Europe, the firm advised on Zzoomm and FullFibre's 2025 merger.