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## HireStrategy, Emtera make VC deals

Washington, D.C. > News

A pair of Northern Virginia companies closed funding rounds today, each netting more than \$1

HireStrategy, a Reston, Va.-based company that runs a Web-based executive recruiting firm, closed its latest round, securing a \$1.15 million from Prime Assets, the private equity partner of the McLean Group. The company will use the financing to develop software, HireGuide, which it hopes to release in early 2002.



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Arlington, Va.-based  $\underline{\mathbf{Emtera}}$ , a company that makes customer management software for the retail industry, received \$1.2 million in its initial round from Avisent, an early-stage investment vehicle founded by Connecticut-based General Atlantic Partners.

Emtera also announced today it acquired Avisent's Sentio Research, a market research firm it launched in late 2000. Financial details were not disclosed.

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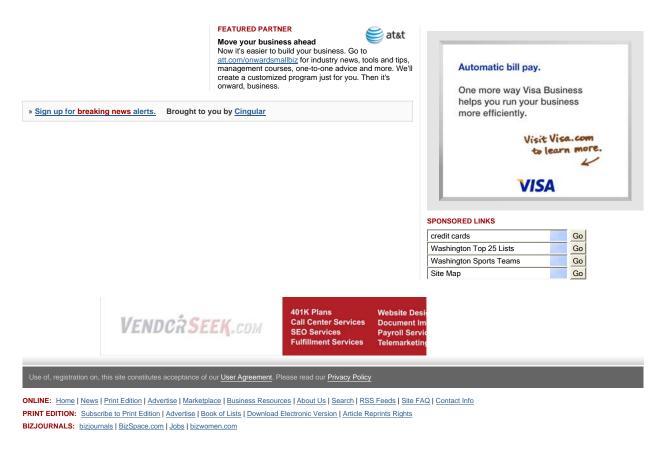
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