

Beamly, Next-Generation Digital Marketing and Technology Business, Welcomes Alex Rahin as Chief Product and Technology Officer

New York, NY — November 1, 2019 Renovata & Company is pleased to welcome Alex Rahin as chief product and technology officer for Beamly, a global data and technology company with a scalable platform that enables end-to-end marketing and advertising solutions ranging from artificial intelligence (AI)-enabled products to data-driven creative services. In his new London-based role, Rahin is tasked with setting new standards for customer engagement and customer experience.

“Alex is an entrepreneurial technology leader with more than 25 years of hands-on experience in developing and executing technical and commercial product strategies,” says Mannie Gill, Renovata & Company partner. “At Beamly, he owns the evolution and delivery of the company’s product structure, intellectual property (IP) and product strategy, and partner solutions management.”

Initially launched in 2011 as a social discovery and engagement platform, Beamly has evolved into a fast-growing next-generation digital marketing and technology business with gross revenues of more than \$120M and a global team of more than 180. The company is part of JAB Holdings via Coty—which at \$9B in revenues is the world’s third-largest beauty company. Following its \$12.5B acquisition of Procter & Gamble’s beauty brands in October 2016, Coty has become the #1 fragrance manufacturer, the #2 global leader in salon hair products and the #3 leader in cosmetics worldwide.

Coty is using Beamly’s technology to accelerate growth of its eCommerce business. The company wants to optimize its \$700M in global media spend and reshape the user journey for both online and instore sales conversion. To deliver on these objectives for Coty, Beamly has started to structure its product portfolio to take all products to the next level. Rahin will articulate the company’s strategy to customize interactions with consumers to drive brand or major retailer marketing objectives across a defined set of key performance initiatives (KPIs).

Prior to joining Beamly, Rahin was chief data officer at JUST EAT, a leading marketplace for online food delivery. Before that, he was vice president, data and machine learning products for Zalando SE, an eCommerce company and online fashion platform. He spent several years as manager and senior manager of product management for various departments at Amazon, Microsoft and Intel Corporation. His resume also includes founding a technology startup company, and several years as an engineer and technical account manager for Hewlett-Packard and AccelGraphics.

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Contacts:

Mannie Gill
Partner
Mannie.Gill@renovata.com

Rosti Babjak
Senior Associate
Rosti.Babjak@renovata.com

Location:

Renovata & Company
780 Third Avenue
14th Floor
New York, NY 10017
+1 646-454-5351
contact@renovata.com