

Questionmark, Global Assessment Technology Provider, Welcomes Lars Dige Pedersen as Chief Executive Officer

London, England — May 20, 2019 Renovata & Company is pleased to announce the placement of Lars Dige Pedersen as chief executive officer for Questionmark, a market leader providing assessment solutions for enterprise customers worldwide to deliver valid, reliable and defensible measurement of knowledge, skills and abilities. Pedersen brings more than 20 years of leadership experience growing global technology companies.

"I am thrilled at this new opportunity and looking forward to building upon Questionmark's past successes to accelerate our growth and strengthen our ability to provide our customers with top-notch services, best-in-class assessment technologies and trustworthy assessment results," Pedersen says.

Founded in 1998 and backed by FPE Capital, Questionmark has 140 employees in the US, UK and Europe. The company's assessment technologies enable organizations to get trustworthy results when measuring knowledge, skills, abilities and attitudes for certification, workforce learning, regulatory compliance and salesforce readiness. Customers worldwide rely on Questionmark's platform for collaborative, multilingual item banking and assessment authoring; delivery via mobile devices including smartphones and tablets; secure, proctored exam delivery; and comprehensive reporting and analytics.

There's a strong demand for the Questionmark product and software-as-a-service (SaaS) offerings, driven by growing global regulatory compliance and certification markets, and the end-user expectation for online, mobile solutions. The company is looking to Pedersen to set and implement a strategy that accelerates growth from \$15M to over \$30M in revenue and 20% annual revenue growth over the next three years.

"Lars has extensive experience leading and growing global technology companies, and a proven track record as a strategic visionary committed to operational excellence," says Lisa Morgan, Renovata & Company principal.

Prior to joining Questionmark, Pedersen was president and chief operating officer at Networks Merchants, a payments enablement technology company. Before that he was chief executive officer for Creditcall, a provider of payment gateway services; and chief executive officer for CommProve Ltd., a telecom equipment and software company. He has also worked in executive leadership roles for Anritsu, an international field test equipment company focusing on wireless and optical solutions; and GN Store Nord, a global innovator in hearing aid and sound technology.

About Renovata & Company

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