

## **Apttus, Pioneer of Intelligent Middle Office Software, Hires Koti Reddy as Senior Vice President and Head of Research and Development**

**San Francisco, CA — August 26, 2019** Renovata & Company is pleased to announce the placement of Koti Reddy as senior vice president and head of research and development for Apttus, the pioneer of intelligent middle office software solutions. Reddy will play a key leadership role in the enterprise software company's quest to revolutionize how some of the largest companies in the world improve corporate efficiencies and manage revenue and commercial relationships.

"Apttus sets the gold standard for software-as-a-service (SaaS)-based revenue and contract management solutions, and it's an honor to join this leadership team," Reddy says. "Apttus solutions represent the commercial backbone of every enterprise business, and I'm eager to help the company deliver transformational value to our customers across the world."

In 2018, Apttus was acquired by Thoma Bravo, a leading private equity investment firm. Apttus solutions are used by hundreds of mid-sized to Global 2000 companies. Its platform, Omni, is the first and only technology to automate, optimize and apply artificial intelligence to revenue generation and commercial relationship management.

"Apttus is positioned for growth with Thoma Bravo best practices and leadership now in place," says Simon Francis, Renovata & Company partner. "Koti is an outstanding addition to the technical leadership team, with more than 20 years of experience managing Enterprise and Software-as-a-Service (SaaS) product development."

Reddy will manage the Apttus R&D organization—which currently includes more than 600 technical staff members (with approximately 520 located in India). The company plans to add another 75 engineers. He will restructure and transform R&D to achieve greater levels of efficiency, productivity and scalability.

This is a pivotal role controlling the nerve center of the company. Middle-office analytics is a complicated (while rewarding) endeavor for large enterprises. Customers buy the technology, but they also need significant change management to leverage it. Reddy will ensure the Apttus user experience is easy to navigate and engaging.

Prior to joining Apttus, Reddy spent 19 years at CallidusCloud, a global enterprise software and SaaS company. Most recently, he was senior vice president of engineering and cloud ops. He also served as vice president of engineering, senior director of cloud services and senior director of compensation management and business analytics for the company.

### **About Renovata & Company**

Renovata & Company is a global executive search and private equity advisory firm. We are trusted by financial sponsors, their portfolio companies and public corporations to deliver transformational leaders and valuable investment insights. Renovata & Company's executive search activities are focused on the most complex search assignments—board-level mandates which include board directors, CEOs, CFOs and other C-suite executives, as well as investment professionals and Operating Partners—and we provide strategic counsel to clients across the technology, digital, business services, industrial, consumer and retail sectors. Renovata & Company has relationships with over 50 of the top 100 private and growth equity firms globally. Our private equity advisory services include diligence support, backable executive introductions and deal sourcing delivered by our affiliate, L Capital Advisors. We also make equity co-investments alongside our private equity clients through our investment affiliate, L Capital. We are privately held and operate from six offices across two continents: Boston, Hamburg, London, New York, San Francisco and Stockholm. [www.renovata.com](http://www.renovata.com)

#### **Contacts:**

Simon Francis  
Partner  
[Simon.Francis@renovata.com](mailto:Simon.Francis@renovata.com)

Lois Padilla  
Consultant  
[Lois.Padilla@renovata.com](mailto:Lois.Padilla@renovata.com)

#### **Location:**

Renovata & Company  
Transamerica Pyramid  
600 Montgomery Street  
Suite 2400  
San Francisco, CA 94111  
USA  
+1 415-263-9168  
[contact@renovata.com](mailto:contact@renovata.com)

