

Digital Agency R2integrated (R2i) Welcomes Mark Eddy as Vice President of Channel Partnerships and Strategic Alliances

San Francisco, CA — September 3, 2019 Renovata & Company is pleased to announce the placement of Mark Eddy as vice president of channel partnerships and strategic alliances for R2Integrated (R2i), a digital agency with offices in Baltimore, Seattle and Silicon Valley. In this role, Eddy will grow R2i's business with new and existing clients—by establishing strong business relationships with channel partners across leadership, sales, marketing and technical delivery teams.

Eddy was first introduced to R2i when he was a partner manager for Marketo, an Adobe company. "After serving as R2i's Marketo partner manager, I saw how amazing the agency's team and culture were, not to mention the results R2i produced for its clients," Eddy says. "I knew it was a company I wanted to be a part of, and I'm thrilled they've brought me on board."

Backed by Baird Capital, R2i is an independent, full-service digital marketing agency based in Baltimore, Maryland with approximately 170 employees. The company's core capabilities across strategy and insights, marketing technology, experience design, media and digital marketing are designed to advance customer engagements and deliver measurable results. For over a decade, R2i has worked with both enterprise and mid-market brands to deploy best-in-class marketing technology solutions to support an integrated approach to managing the customer journey. R2i serves high-tech, healthcare, industrial/manufacturing, professional services, higher education/non-profit, and consumer clients including Microsoft, Pentair, Leidos, Purdue, Johns Hopkins, Atlantic Health System and Fiat Chrysler Uconnect.

"Mark has more than 15 years of experience in marketing technology and driving business outcomes for clients through partnerships with industry-leading technology vendors," says Joanna Chang, Renovata & Company partner. "In previous roles, he's had outstanding success leveraging strategic partnerships for marketing technology solutions providers."

Before joining R2i, Eddy worked for Adobe as an alliance leader for the digital experience business unit. In this role he helped to bring the market-leading engagement platform to some of the world's biggest brands with the help of a partner ecosystem. Prior to that, he worked as director of alliances for Marketo, an Adobe company, and as customer experience sales manager for Oracle, where he worked across all interaction channels to deliver a great customer experience.

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