

Global Cybersecurity Leader McAfee Hires Sachin Puri as Vice President of Growth Marketing

New York, NY — September 1, 2019 Renovata & Company is pleased to announce the placement of Sachin Puri as vice president of growth marketing for McAfee's consumer division. In this high-impact role, Puri will help transform the way McAfee acquires customers—building on a business that's already doing well over \$1B in revenue.

With approximately 7,500 employees, McAfee is a global leader in cybersecurity solutions for businesses and consumers. The company was founded in 1987 and purchased by Intel in 2011, at which point it became part of the Intel security division. In 2016, Intel, along with co-investors TPG Capital and Thoma Bravo, spun McAfee out into a standalone security service provider. Since then McAfee has been working to re-establish itself as a Tier-1 security provider and has launched numerous product offerings. Most recently, the company expanded its previously web-based security business to incorporate mobile (Android) security as well.

Since 2016, McAfee has grown faster than any of its rivals in the endpoint security market. A November 2017 Frost & Sullivan report concluded that "The company's 2016 revenue growth of 17.7% outpaced the overall market, and McAfee was the only major player in endpoint security to gain market share with an impressive 1.3 percentage points, while other top competitors lost share or stayed flat."

Puri is joining McAfee at a critical time for the company—to ensure continued growth. Following the acquisition by TPG, McAfee is transforming its business to target a huge market filled with competitors large and small. IDC estimates that the total global revenue for security-related hardware, software and services has grown at a 6.6% annual rate since 2016 and will continue to grow at that pace through 2020 where it will eclipse \$102B.

"Sachin will modernize and transform McAfee's consumer organization to capitalize on this huge opportunity," says Mannie Gill, Renovata & Company partner. "He brings his extensive experience in marketing, e-commerce, search, customer insights, data analysis and business execution in a multi-channel, complex environment."

Before joining McAfee, Puri was senior director, global head of performance marketing at StubHub, where he led the company's global e-commerce business performance and customer acquisition across paid and organic channels, including search, social, display/video, mobile, and advertising for all sites and mobile apps. Prior to that, he was director, digital strategy and operations at HP, where he drove an omni-channel data strategy for customer and commercials campaigns.

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

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