

Hearst Magazines Welcomes David Dowd as Chief Commercial Officer for New Data and Analytics Product

New York, NY — August 1, 2019 Renovata & Company is pleased to announce the placement of David Dowd as chief commercial officer for a new Hearst Magazines product, Pattern & Shape. Hearst Magazines developed this next-generation data and analytics product to help chief marketing officers better understand, identify and target their customers. Dowd will spearhead the effort to refine and commercialize this business.

Hearst Magazines, one of the world's largest publishers of monthly magazines, is owned by the Hearst Corporation, a leading global media information and services company with more than 360 businesses.

"We're building a Software-as-a-Service (SaaS) technology platform to help marketers leverage first-party, proprietary data to better understand and connect with their core customer," Dowd says. "Combining data with machine learning and access to premium content, we will change the content/commerce paradigm."

As chief commercial officer, Dowd will take full responsibility for the go-to-market strategy for Pattern & Shape. Based on market feedback, he will collaborate closely with the product and engineering organizations to finetune the product. He will work with leading consumer brand chief marketing officers to gain traction, then start to build out the sales organization across the U.S.

"Dowd is a proven, strategic digital executive with demonstrated abilities to lead and execute go-to-market plans and drive significant growth and profitability," says Mannie Gill, Renovata & Company partner. "He brings considerable leadership and operational experience, as well as the ability to set strategy and deliver results across sales, customer success, marketing, lead generation and sales operations functions."

Prior to joining Hearst Magazines, Dowd spent four years at Tubular Labs, a leader in online video intelligence, as vice president of sales and vice president of customer growth. Before that he was director of North American strategic accounts for HootSuite, a social media dashboard company. Other prior positions included general manager of lifestyle brands for Buddy Media; and head of business development, branded entertainment, for Google.

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

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