

Mention, an International Media Monitoring Company, Announces Jean-Philippe Baert as Chief Executive Officer

London, England — November 18, 2019 Renovata & Company is pleased to announce the placement of Jean-Philippe Baert as chief executive officer of Mention, a leading software-as-a-service (SaaS) web and social media monitoring and management platform for subject-matter experts (SMEs) and agencies around the globe. Baert will lead the company's strategy and operations to grow the business internationally.

"I am extremely excited to join a start-up equipped with fresh talent, a global mindset, and innovative technology," Baert says. "What attracted me most about the business is our firm footing in the US market as a European SaaS company. I want to accelerate our growth to become a global market leader and build off the momentum established by our Paris and New York offices."

Headquartered in Paris, France, Mention was founded in 2013 to help businesses and brands easily manage their online presence through media monitoring. Its platform evolved to offer fully serviced account management, social media publishing and advanced monitoring capabilities for mid-market clients. In 2018 Mention was acquired by Mynewsdesk, part of NHST Media Group. The acquisition consolidated the two platforms' product offerings to align with the increasing digital shift of today's blended communications and marketing industries.

"Jean-Philippe is the perfect leader for Mention during this exciting growth period. He has more than 30 years of industry experience working for multinational SaaS and technology companies in France, the UK and the US," says Anne Lucas, Renovata & Company consultant. "He brings to the table a wealth of experience growing and scaling marketing technology businesses across Europe."

Before joining Mention, Baert was chief operating officer for Arago GmbH, an artificial intelligence company in Frankfurt, Germany. Prior to that, he was executive vice president EMEA for Cheetah Digital, a cross-channel customer engagement solution provider for the modern marketer. During his career, Baert has held sales and marketing leadership positions for many companies, including GE Digital, Salesforce, ExactTarget and Experian to name a few.

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