

NA-KD.com, a Global Fashion Brand and Product Company, Welcomes Ryan Wilber as Vice President of Performance Marketing

London, England — October 28, 2020 Renovata & Company is pleased to announce the placement of Ryan Wilber as vice president of performance marketing at NA-KD, a company that develops fashionable, affordable clothing, accessories and shoes for generations Y and Z. Despite the many challenges of COVID-19, NA-KD has successfully onboarded Wilber to lead the company's performance marketing operations, analytics and product marketing.

NA-KD.com, launched in January 2016, is a fast-growing global fashion e-commerce brand with a strong focus on influencer marketing. The website has more than 10 million visitors each month, and the NA-KD brand is a hit on social media with more than 2.9 million followers from around the globe.

The company delivers to customers in more than 170 countries and ships each month to more than 100 countries. Most of its sales comes from NA-KD.com and in-house brands such as NA-KD Trend and NA-KD Boho. The brand NA-KD is also represented by more than 1,500 retailers around the globe.

Over the past three years, NA-KD has seen 90% year-over-year growth and has raised more than \$85 million from international Tier 1 venture capital firms including eEquity, Partech, Northzone, Otiva, Quadrille Capital and La Maison Compagnie d'Investissement. The company has expanded internationally through its brand and strategic mix of on- and off-line strategies. As the company eyes future growth, one key goal is to establish a global data-driven automated and scalable structure for performance marketing.

"NA-KD selected Ryan, a US citizen based in Vietnam, back in March before the lockdown. Within two weeks he had relocated back to Seattle and best-laid plans to get him to Sweden fell apart as the world went into lockdown," says Thomas Jepsen, Renovata & Company partner. "Even through all of these challenges, NA-KD persevered to get their candidate of choice remotely onboarded and ultimately relocated to Europe."

Prior to joining NA-KD, Wilber was senior director of performance marketing for TIKI Corporation, a B2C e-commerce platform. Before that he was director of marketing, product management and marketing operations at Coupang, a consumer internet company. He worked several years in multiple roles for Groupon, most recently as head of international search engine marketing optimization.

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