

## **Vendavo, B2B Software and Analytics SaaS Platform, Welcomes Kelli Negro as Chief Marketing Officer**

**San Francisco, CA — November 5, 2020** Renovata & Company is pleased to announce the placement of Kelli Negro as chief marketing officer for Vendavo, a B2B software and analytics software-as-a-service (SaaS) platform for the Global 2000. The Vendavo Commercial Excellence Platform provides price management and optimization software and solutions to streamline the enterprise pricing process.

Backed by Francisco Partners, Vendavo continues its transformation and growth journey. The company has made significant changes to products, go-to-market strategy and organizational culture—and its brand is well-regarded in a market that's growing 25 percent year-over-year. Negro is responsible for increasing the top line and expanding the company's footprint across global regions. She will lead worldwide marketing strategy and the go-to-market activities that build a demand generation-focused marketing organization.

"Kelli brings a strong commercial orientation and a global perspective to this business today," says Joanna Chang, Renovata & Company partner. "She's an accomplished B2B marketing executive with over 20 years of experience developing go-to-market strategies that drive demand generation, defining compelling brand narratives, and implementing account-based marketing programs that deliver results."

Prior to joining Vendavo, Negro was chief marketing officer for TA Associates and HQ Capital-backed Mitrtech, a market-leading provider of legal, compliance and operational risk solutions for businesses. Before that, she was chief marketing officer at ThinkSmart, a legal process automation software provider later acquired by Mitrtech Holdings. She's held numerous marketing leadership roles, including vice president of marketing for Voxeet, Inc. and director of marketing at Charles Schwab and Financial Engines.

### **About Renovata & Company**

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