

Influencer-Based Experiential Marketing Company, Pollen, Welcomes Marc Kallick as Chief Financial Officer

San Francisco, CA — December 15, 2020 Renovata & Company is pleased to announce the placement of Marc Kallick as chief financial officer for Pollen, an international experiential marketing company offering a marketplace for people to promote group experiences to their peers. Pollen recently raised \$60 million to significantly expand its business, and Kallick joins the team as a financial executive with proven success working with growing companies.

Pollen provides an online marketplace where influencers, or what the company calls “ambassadors,” sell experiences, such as concerts, music festivals, vacations, skydiving and chartered yacht trips to their online acquaintances. Over the past year, 35,000 members have used Pollen’s service—and have sold more than 330,000 experiences.

Backed by Northzone, Sienna Capital, Draper Esprit and Kindred Ventures, Pollen has raised \$100 million to date, and revenue for this year is on track to be up 250% from last year. With rounds of funding and several successful acquisitions in the travel space, Pollen has become the market leader across North America—and is tapping into an increasingly larger share of a \$12 billion market. While Pollen’s roots are in music festivals and concerts, travel now accounts for most the company’s revenue, and new funds will enable expansion into other categories that feature group activities, such as restaurants, fitness and live sports events.

“Marc understands how to drive recurring revenue, memberships, subscriptions and customer relationships—all important areas of focus for Pollen in this stage of the company’s growth,” says Joanna Chang, Renovata & Company partner. “He has a track record of working with consumer-focused businesses to help them scale and expand—and his operational expertise helps lay the foundation for growth-oriented opportunities.”

Prior to joining Pollen, Kallick was chief financial officer for OceanX, which helps brands engage customers in a direct-to-consumer (DTC) model. He has served as vice president, financial planning and analysis, for the Fabletics division of TechStyle Fashion Group. Kallick was also vice president, finance operations for Dollar Shave Club; and vice president, marketing analytics and media for Murad. He has held other financial leadership roles at several companies, including Beachbody, MAK Media, Warner Bros. and Checkout.com.

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