

Pricefx, SaaS Price Optimization Management Platform, Welcomes Toby Davidson as Chief Product Officer

London, England — January 20, 2021 Renovata & Company is pleased to announce the placement of Toby Davidson as chief product officer of Pricefx, a Software-as-a-Service (SaaS) price-optimization management platform. Davidson is responsible for leading the product vision as Pricefx pursues its goal to become the next-generation pricing platform.

Pricefx was founded by a team from the price optimization space that had grown increasingly frustrated by the results they were able to deliver to clients while using a legacy approach. They created Pricefx to leverage modern cloud technologies designed into a highly configurable platform to quickly overcome challenges and deliver value to their customers.

With more than 100 customers across 37 countries, Pricefx has 375 employees globally. The company has set an impressive pattern of 80 percent year-over-year (YOY) growth. Pricefx has raised over \$130M to date, with backing from Apax Partners, Digital+ Partners, Bain & Company, Talis and Credo Ventures. In 2020, Pricefx acquired Brennus Analytics, an artificial intelligence (AI)-pricing software start-up company based in France.

Pricefx is well-positioned for growth in a market that's already growing at a compound rate of 22 percent. A key to unlocking future growth and customers, and maintaining the company's reputation as a market innovator, is product. The team has a vision for the next generation of product and is excited to have Davidson on board.

"Toby reports to the founder and chief executive officer and will work closely with the rest of the executive management team," says Thomas Jepsen, Renovata & Company partner. "He'll play a key role in building, delivering and communicating Pricefx's strategic vision, and he'll own and evolve the roadmap to support the company's growth goals."

Prior to joining Pricefx, Davidson was chief product officer for System, an integrated software platform for wholesale distributors. Before that he spent four years at SAP as vice president of cloud product strategy, SAP; and as vice president of product strategy, SAP Anywhere. He has cofounded a software consulting business, and worked as director of professional services, EMEA for Netsuite Inc. Davidson started his career as a software delivery manager, business consultant and IT systems consultant.

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 five offices across two continents: Boston, Hamburg, London, New York and San Francisco. www.renovata.com

Contacts:

Thomas Jepsen
Partner
Thomas.Jepsen@renovata.com

Anne Lucas
Consultant
Anne.Lucas@renovata.com

Location:

Renovata & Company
41-44
Great Queen Street
London
WC2B 5AD
United Kingdom
+44 20 7440 4000
contact@renovata.com