

## Policygenius, a Leading Online Insurance Marketplace, Welcomes Maya Gumennik as Head of Marketing

**New York, NY — February 22, 2021** Renovata & Company is pleased to announce the placement of Maya Gumennik as head of marketing for Policygenius, a leading online insurance marketplace. In her new role, Gumennik will be responsible for protecting and expanding the company's marketing edge over the competition.

Policygenius, headquartered in New York City, was founded in 2014 to reimagine insurance distribution for today's digital consumer. The founders felt that insurance was missing a tech-enabled managed marketplace to define the category. Like Zillow for real estate, Grubhub for food or Amazon for consumer goods, insurance shoppers want choice and an easy online marketplace experience. The Policygenius mission is to help people easily understand their options, compare quotes and buy a policy all in one place.

Over a trillion dollars is spent on insurance in the US every year; and \$100B of it is spent on commissions to distributors—which is how the company makes money. Policygenius is the most robust managed marketplace for insurance, offering life, home and auto, disability, and other lines. The company was a pioneer in the emerging "insuretech" sector, and one of the few new companies to have achieved true scale in insurance, as they are one of the largest distributors in the US.

With recent backing from KKR and plans to grow in and beyond the insurance arena, Policygenius is now building an entirely new financial services ecosystem with content, tools and a full-service marketplace. Gumennik is responsible for growing the company's high-performance marketing organization, which has already made smart early bets in search engine optimization (SEO) and organic growth, identified emerging channels, and delivered steep year-over-year growth.

"Maya has a track record of scaling growth-stage businesses, including hiring and developing talent, and she's used to working in a dynamic, fast-paced environment," says Mannie Gill, Renovata & Company partner. "She understands how to manage a large annual marketing budget for the company's core and emerging business units."

Before joining Policygenius, Gumennik was senior vice president, performance marketing for EverQuote, where she led a 49-person department and was responsible for more than \$100M in marketing spend. Prior to that, she spent nearly eight years at TripAdvisor in several leadership roles—most recently as head of marketing for SmarterTravel Media Brands. She launched her career as a business analyst at MMG Partners and was a project manager at Opera Solutions and Investor Group Services as well.

### About Renovata & Company

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#### Contacts:

Mannie Gill  
Partner  
[Mannie.Gill@renovata.com](mailto:Mannie.Gill@renovata.com)

Jeff Yolen  
Partner  
[Jeff.Yolen@renovata.com](mailto:Jeff.Yolen@renovata.com)

#### Location:

Renovata & Company  
880 Third Avenue  
12<sup>th</sup> Floor  
New York, NY 10022  
+1 646-454-5351  
[contact@renovata.com](mailto:contact@renovata.com)

