

Launchmetrics, a Leading Branding Cloud Solution for the Fashion, Luxury and Beauty Industries, Welcomes Ian Robin as Chief Revenue Officer

London, England — June 4, 2021 Renovata & Company is pleased to announce the placement of Ian Robin as chief revenue officer of Launchmetrics, which enables customers to manage their full brand-performance lifecycle in one unified cloud solution—including brand asset management, brand experience and brand intelligence. Robin will help define, plan and lead a global revenue transformation program for the company.

Launchmetrics serves more than 1,000 customers in the fashion, luxury and beauty industries—including big brands such as Dior, Fendi, Shiseido and Adidas. The AI-driven solution enables customers to manage all their creative assets and programs, and benchmark performance against 2,000 competitors worldwide.

Founded in New York with operating headquarters in Paris, Launchmetrics has employees in eight markets worldwide and offers support in five languages. The company is backed by Cipio Partners, which has specialized in European growth capital and minority buyouts for technology companies for more than 16 years.

“With more than 30 years of experience in management, strategy and channel development, Ian has a solid track record of leading high-profile, hyper-growth organizations,” says Thomas Jepsen, Renovata & Company partner. “At Launchmetrics, he’ll drive the creation and implementation of a sales and revenue plan aligned with business expectations. Ian will oversee a high-performing sales organization that sells a suite of products to chief marketing officers of top-tier fashion, luxury and beauty brands.”

Before joining Launchmetrics, Robin was vice president of global revenue operations and general manager, North America, and held other leadership positions at Knotel, a flexible workspace provider. Prior to Knotel, he was chief revenue officer at Reevo, a company that manages online reviews. Robin has served as head of revenue and vice president of sales, EMEA, for Neustar MarketShare in London. He has also held director of sales positions at Hootsuite and Skype.

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

Lucy Brealy
Consultant
Lucy.Brealy@renovata.com

Location:

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