

Infarm, a Fast-Growing Global Urban Farming Network, Welcomes Alexandra Morton as Global Executive Vice President of Supply Chain Management

London, England — August 6, 2021 Renovata & Company is pleased to announce the placement of Alexandra Morton as global executive vice president of supply chain management for Infarm. The company builds, manages and supports the fastest-growing network of efficient cloud-controlled vertical farms in urban locations around the world.

Infarm provides a unique blend of crop science, hardware and cloud-enabled software to offer “farming as a service.” The company is scaling rapidly and has harvested more than 1 million plants monthly in cities around the globe. Infarm’s hydroponic plant-growth cabinets with LED lights grow fresh greens in grocery store aisles and other urban environments, and the company monitors the plants’ health using cloud-connected sensors. To date the company has saved more than 16 million gallons of water, 2.7 million transportation miles, and 425,000 square feet of farmland compared to traditional agriculture methods.

Founded in Germany in 2013, Infarm has quickly spread to supermarkets across Europe, the US and Japan, including Kroger, Safeway, Marks & Spencer, Amazon Fresh and Metro. The business has scaled to more than 1,000 people and 600 locations with farming units in 10 countries and 30 cities. Infarm is backed by Lightrock, Hanaco, Atomico, Balderton Capital, Cherry Ventures, Local Globe, Investitionsbank Berlin, Quadia Smart Ideas, TriplePoint Capital and European Commission.

“Alexandra is a supply chain executive with more than 18 years of experience in international business and supply chain planning leadership,” says Thomas Jepsen, Renovata & Company partner. “She will be a key leader in Infarm’s efforts to build a scalable and sustainable global supply chain to match the team’s ambitions and the global demand for farming closer to the consumer.”

Prior to joining Infarm, Morton was senior vice president of supply chain management in Europe for Adidas. Before that, she was senior director, supply chain global retail operations for Unilever. She has also worked as director, supply chain operations EMEA for Starbucks; and as director, integrated business and supply chain planning for Univar. Earlier in her career she was senior manager of operations for FedEx Express, and she has also worked as a consultant.

This appointment highlights Renovata & Company’s depth and expertise as a search firm and advisor to the leading private- and growth equity-backed digital, SaaS, IoT companies, their boards, and investors across the US and Europe.

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

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