

## **PicsArt, an All-in-one Creative Platform for Non-Designers, Welcomes Ovidiu Gavril as Senior Vice President of Engineering**

**London, England — September 30, 2021** Renovata & Company is pleased to announce the placement of Ovidiu Gavril as senior vice president of engineering for PicsArt, which provides an ecosystem of free-to-use content and inspiration from other creators. The platform includes creative tools, an unlimited content library, and an active community for non-designers to create professional designs for their businesses and personal use.

SoftBank Vision Fund 2 recently led a \$130M funding round in PicsArt, now valued at more than \$1B. Venture capital firms GSquared and Tribe Capital also took part in the Series C round, along with existing investors Sequoia Capital, DCM, Graph and Siguler Guff.

PicsArt has more than 700 employees (about 50% are women) and seven global office locations in more than 180 countries. The app has more than 150M active users, and it was the 18th most-downloaded app in 2020. The company is generating approximately 1B images each month and is supported by platform partner brands including Taylor Swift, Will Smith, Jonas Brothers, Maroon 5 and Gwen Stefani.

“Ovidiu started off as a software engineer and has remained hands-on through technical leadership—spending the past 10 years building high-performing teams and large-scale distributed systems,” says Thomas Jepsen, Renovata & Company partner. “A key component of Ovidiu’s role is building and developing the team to meet the company’s growth goals.”

Prior to joining PicsArt, Gavril was senior vice president of engineering and operations at Trilogy. He worked his way up to this position, joining the company as director of engineering before being promoted to vice president of engineering. At a company called Crossover for Work, he was senior vice president of engineering and operations; he joined the company as vice president of engineering. He held other technology, engineering and operations leadership roles at Jive Software; Optiva Inc.; Wave Motion Labs; and Wellthie Inc. Gavril launched his career as a software engineer.

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](http://www.renovata.com)

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