

## Nanit, a Leading Smart Baby Monitoring Company, Welcomes Mark Frackt as Chief Financial Officer

**New York, NY — October 26, 2021** Renovata & Company is pleased to announce the placement of Mark Frackt as chief financial officer of Nanit, which offers a next-generation baby monitor and app that captures, stores and analyzes a baby's development and sleep patterns—then delivers insights that parents can use to improve their child's (and as a result, their own) quality of sleep.

Nanit was founded in 2014 by a team of professionals with hardware, software, and sleep and child development expertise—in partnership with several medical and scientific institutions. The company has developed retail partnerships with Amazon, buybuy BABY, Babylist and Target.

Nanit has a unique opportunity to become a category leader in a growing multibillion dollar technology and wellness segment. Investors include Google Ventures, Jerusalem Venture Partners, RRE Ventures, Vaal Investment Partners, Vulcan Capital, Story Ventures, Wareness, 645 Ventures, AME Cloud Ventures, Flextronics Group, Runway Startup Postdoc and Upfront Ventures.

"As BuzzFeed's inaugural chief financial officer and treasurer, Mark built and oversaw the company's finance, accounting and real estate functions—and he helped raise approximately \$500M in growth equity at the company," says Mannie Gill, Renovata & Company partner. "He has held strategic finance and accounting roles with both publicly traded and venture-backed companies, including Sirius Satellite Radio, Bristol-Myers Squibb and Peek Inc."

Prior to joining Nanit, Frackt was chief financial officer at Breather, an office and meeting "space-as-a-service." Before that, he spent nearly seven years at BuzzFeed—first as vice president finance and then as chief financial officer. He was also chief financial officer for Cellufun, a social gaming company. He launched his career as a senior audit associate at PricewaterhouseCoopers.

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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