

Siteimprove, a Marketing Performance Platform, Welcomes Scott Nash as Chief Product Officer

San Francisco, CA — October 28, 2021 Renovata & Company is pleased to announce the placement of Scott Nash as chief product officer for Siteimprove, a leading marketing performance platform that creates cloud-based tools and services for website accessibility, governance and optimization.

Backed by Nordic Capital, Siteimprove helps organizations improve their digital marketing by giving teams actionable insights to deliver a better website experience and drive growth. Siteimprove has approximately 600 employees across 21 countries, and more than 7,500 customers globally. The platform offers technical support, academy courses, services and technology integrations—and is trusted by large global companies including Dell, LG, GM, GE, T-Mobile, Allianz and Visa.

"Siteimprove helps enterprise companies deliver better customer experiences," Nash says. "Now we need to create even more value for our customers, deepen our product capabilities, widen our ecosystem and scale our infrastructure. The company has a world-class product offering, providing a strong platform and foundation for creating even more valuable product experiences for our customers as we move forward."

Following years of double-digital growth and awards for Siteimprove's product offering, Nash will focus on further scaling the company's platform, building a top-performing product team and deepening the platform's capabilities.

"Scott joins Siteimprove with product leadership experience from enterprise organizations such as Oracle and Siebel Systems," says Joanna Chang, Renovata & Company partner. "He has a track record of developing new applications and product lines into multi-million-dollar profit centers."

Prior to joining Siteimprove, Nash served as the vice president of products at Decision Engines, where he led the design and development of a cloud-based AI platform. Previously, he guided the product roadmap and strategy at Marketo, leading the product team responsible for the SaaS platform that handled 2B transactions per month. He has also held senior product leadership positions at GT Nexus, C3, Oracle and Siebel Systems.

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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