

## Labster, a Virtual Science Labs Platform, Welcomes Hope Frank as Chief Marketing Officer

**New York, NY — November 30, 2021** Renovata & Company is pleased to announce the placement of Hope Frank as chief marketing officer of Labster, a leading global platform for virtual labs and science simulations.

Labster engages students with game-based elements to inspire them to explore science. Its virtual science labs have been used by California State University, Harvard, Gwinnett Technical College, MIT, Exeter University, University of New Haven, Stanford, University of New England, Trinity College, University of Hong Kong, Berkeley and others internationally.

"When Labster approached me, I was thrilled to be part of the movement, to help bring new students into STEM," Frank says. "Labster's technology is incredible and the simulations visualize science at a molecular level where students and tutors can apply their scientific knowledge and use advanced lab equipment to solve real-world challenges. The gamified 3D learning virtual environment combined with engaging storytelling and a scoring system creates a level of engagement rarely seen in online education. It's a privilege and honor to join a company that is making science accessible to all."

Backed by Andreessen Horowitz, GGV Capital, Balderton Capital and others, Labster has approximately 350 employees and operates in more than 70 countries. The company is looking to expand, and Frank is a key member of the leadership team during this aggressive period of growth.

"For more than 20 years, Hope has led marketing for fast-growing Silicon Valley technology companies," says Mannie Gill, Renovata & Company partner. "She has been named among the Top 50 CMOs by *Forbes Magazine* and *CEO World*."

Recently, Frank served as chief marketing officer and consulting producer for Brave Blue World, a documentary streaming on Netflix that's narrated by Liam Neeson, and that features Jaden Smith and Matt Damon. Earlier in her career, she launched ESPNHD technology, the Starbucks WiFi network and THX (3D Sound). Frank is a member of the executive board of directors for Influential, the largest influencer network and partner of IBM Watson, Oracle and TikTok. She's also a founding member of the CMO Club and is on the advisory board of the CMO Council in Asia Pacific, Europe and North America.

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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