

Siteimprove, a Leading Marketing Performance Platform, Welcomes Kevin Bobowski as Chief Marketing Officer

San Francisco, CA — November 5, 2021 Renovata & Company is pleased to announce the placement of Kevin Bobowski as chief marketing 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.

“I’m excited and honored to join Siteimprove, which has a world-class product offering that makes a difference in the lives of our customers every day,” Bobowski says. “As a marketer, I know first-hand the challenges facing revenue marketers today. Marketing is hard work, but Siteimprove makes our jobs easier. It provides marketers with the means to deliver a better customer experience for everyone—and better marketing performance, which is the goal of any marketer.”

Building on years of double-digit growth for the company, Bobowski will focus on growing a best-in-class B2B marketing team, scaling the business for continued growth and establishing Siteimprove as an essential product for performance-driven marketers.

“Kevin has more than 20 years of experience leading market-defining companies including ExactTarget (now Salesforce Marketing Cloud), Act-On and BrightEdge,” says Joanna Chang, Renovata & Company partner. “His experience in creating go-to-market strategies, building the brand and driving demand will help Siteimprove scale across the enterprise.”

Prior to joining Siteimprove, Bobowski served as the senior vice president of marketing at Aurea Software, where he and his organization operated a marketing center of excellence for Aurea Software and other ESW Capital companies. Previously, he was senior vice president of marketing at BrightEdge and chief marketing officer at Act-On Software, and he led demand generation at ExactTarget, where he played a key role in a successful IPO in 2012 and acquisition by Salesforce for \$2.5B.

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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