

## Siteimprove, a Leading Marketing Performance Platform, Welcomes Jean-Paul Gomes as Channel Chief

**San Francisco, CA — December 21, 2021** Renovata & Company is pleased to announce the placement of Jean-Paul Gomes as channel chief 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.

As the company prepares for its next phase of growth, Gomes will be an influential member of the leadership team, responsible for leading the worldwide channel and ecosystems as a key part of Siteimprove's global go-to-market strategy.

"Jean-Paul is a proven executive with alliances, partnerships and business development experience," says Joanna Chang, Renovata & Company partner. "He is able to build a framework and ecosystems of partnerships from the ground up—and will define and drive the worldwide channel playbook for Siteimprove."

Prior to joining Siteimprove, Gomes was global vice president of business development, partnerships and global accounts sales at CloudFactory. Before that he was the channel chief and corporate vice president at Lattice Engines for four years—and the company was acquired by Dun & Bradstreet in July 2019. He spent seven years at Technology Crossover Ventures-backed Sitecore—most recently as global vice president, business development and new business incubation; the company was acquired for \$1.1B by EQT in 2016. He also spent 10 years at Microsoft Corporation in multiple leadership roles, most recently as chief of staff and senior global lead product manager.

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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