

Cleverbridge, a Leader in Global Commerce and Subscription Billing, Welcomes Wendi Sturgis as Chief Executive Officer

San Francisco, CA — December 23, 2021 Renovata & Company was retained by the Cleverbridge board of directors to strengthen its leadership team—to build upon the company’s past success and pursue significant new market opportunities. As a result, Wendi Sturgis has been named chief executive officer of Cleverbridge—a provider of B2B subscription renewals and B2C ecommerce payments for independent software vendors (ISVs).

“I am grateful for the opportunity to join Cleverbridge at this remarkable moment in time,” Sturgis says. “I will focus not only on expanding the depth and breadth of our offerings, but also making sure clients know that they are the center of our world. I look forward to working with the passionate, hardworking team at Cleverbridge to make growth effortless for B2B and B2C software and software as-a-service (SaaS) organizations around the world.”

Cleverbridge was founded in 2005, and it now has 300+ employees located around the world. The company provides global billing solutions for digital goods, online services, and SaaS companies in B2C and B2B markets—to millions of customers via billions of transactions. Its cloud-based platform simplifies recurring billing, optimizes the customer experience, and offers comprehensive global compliance and payment capabilities.

“Wendi is an accomplished and highly commercial leader with experience scaling businesses, leading global teams and delivering value to customers,” says Simon Francis, Renovata & Company partner.

Sturgis has more than 25 years of experience in technology, marketing and business. A graduate of Georgia Institute of Technology, she has worked at some of the world’s leading technology companies. Sturgis was chief executive officer at Yext Europe, and vice president of account management for North America at Yahoo! She also held other senior executive positions at Yext, Oracle, Gartner and Right Media. She serves on several public and private boards, including The Container Store, Sabre, Step Up Women’s Network, Georgia Tech Advisory Board and Georgia Tech Foundation.

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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