

Siteimprove, a Leading Marketing Performance Platform, Welcomes Johannes Scheitel as Vice President of Customer Success, North America

San Francisco, CA — January 18, 2022 Renovata & Company is pleased to announce the placement of Johannes Scheitel as vice president of customer success, North America, for Siteimprove—a leading marketing performance platform that transforms content into winning customer experiences that drive revenue.

Backed by Nordic Capital, Siteimprove's data-driven approach to content optimization helps organizations deliver content and actionable insights for 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, Scheitel will be an influential member of the leadership team, responsible for building a “customer-first” organization.

“Johannes brings depth in building and scaling a modern customer success organization,” says Joanna Chang, Renovata & Company partner. “He understands the customer journey from activation and enablement to nurture and adoption, and will ensure the organization has a customer-focused mindset.”

Prior to joining Siteimprove, Scheitel was vice president, worldwide customer success and operations for Leanplum, where he led the company's global sales engineering, customer success and professional services teams. Before that, he was director, customer success and professional services at Gigster. He has also served as vice president, customer success and services for Kalo. Earlier in his career, Scheitel worked as a business analyst for Google, and a senior sales engineer for Update Software.

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. 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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