

PicsArt, an All-in-one Creative Platform for Non-Designers, Welcomes Siddhant Singh as Vice President, Product Growth

London, England — January 20, 2022 Renovata & Company is pleased to announce the placement of Siddhant Singh as vice president, product growth for PicsArt, which provides an ecosystem of free-to-use content and inspiration from other creators. The platform includes creative tools, an unlimited content library, and an active community for non-designers to create professional designs for their businesses and personal use.

The company recently announced \$130M in Series C funding, led by Softbank with Sequoia, GSquared, Tribe Capital, Graph Ventures and Siguler Guff & Company joining in.

PicsArt has more than 700 employees (about 50% are women) and seven global office locations in more than 180 countries. The app has more than 150M active users, and it was the 18th most-downloaded app in 2020. The company is generating approximately 1B images each month.

“Siddhant has experience building analytics, performance marketing, customer relationship management and customer experience teams from the ground up,” says Thomas Jepsen, Renovata & Company partner. “For example, he launched multiple markets and led growth for Discovery Inc.’s streaming services (Discovery+ and Eurosport Player) across EMEA.”

Prior to joining PicsArt, Singh worked for more than five years at Discovery, Inc.—most recently as vice president, growth and marketing for Discovery+ EMEA. Before that, he held several other positions at the same company, including vice president of digital growth, Dplay; director, digital growth and monetization; director, new digital products; and manager, digital innovation. Prior to working at Discovery, he was director of monetization for Eurosport. Earlier in his career he was a consultant with the Boston Consulting Group and PwC, and he also worked as an analyst at DSP BlackRock Mutual Fund.

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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