

Siteimprove, a Leading Marketing Performance Platform, Welcomes Britt Provost as Chief Human Resources Officer

San Francisco, CA — February 18, 2022 Renovata & Company is pleased to announce the placement of Britt Provost as chief human resources officer 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 experiences. With 600 employees and 7,500 customers worldwide, Siteimprove recently announced that it crossed the \$100M mark in annual recurring revenue (ARR) as businesses find it mission-critical to deliver inclusive, high-performing digital experiences.

Provost oversees all human resources functions, with a particular emphasis on hiring as the company continues its rapid growth.

“I’m proud to be joining the Siteimprove team as the company continues its mission of empowering every person to experience, engage in and thrive in the digital world,” Provost says. “I hold the belief that the culture of a company is directly tied to its success and will focus on building a connected workplace in which employees feel that they belong and work with a sense of purpose. In this new role, I hope to not only further a culture of inclusivity in which our employees can grow and thrive, but that serves as a model for other employers as well.”

“Britt joins as Siteimprove’s first chief human resources officer as the company ramps up for another big year,” says Joanna Chang, Renovata & Company partner. “She has held people and human resources leadership roles at various SaaS companies with a consistent focus on high growth and enabling leaders to thrive in global organizations.”

Provost most recently served as the executive vice president of people and culture at Accolade, backed by Andreesen Horowitz and Carrick Capital Partners, where she led an organization of more than 60 people. Before that, she was chief human resources officer at Prometheus—and executive vice president, people and culture, at Apptio, backed by Vista Equity Partners. She has held human resources leadership roles at companies including Avanade, RealNetworks and Microsoft.

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

Contacts:

Joanna Chang
Partner
Joanna.Chang@renovata.com

Judie Norkaitis
Consultant
Judie.Norkaitis@renovata.com

Location:

Renovata & Company
2261 Market Street, Ste. 4345
San Francisco, CA 94111
USA
+1 415-263-9168
contact@renovata.com