

Vendavo, a Global Leader in AI-enabled SaaS Price Optimizations and CPQ, Welcomes Mike Bernard as Chief Marketing Officer

San Francisco, CA — February 10, 2022 Renovata & Company is pleased to announce the placement of Mike Bernard as chief marketing officer for Vendavo, a global market leader in AI-enabled software-as-a-service (SaaS) price optimization and configure, price, quote (CPQ) solutions. B2B organizations use customer insights and pricing strategies from the Vendavo solution to maximize margin, boost sales effectiveness and improve the customer experience.

Last year, Vendavo achieved SaaS revenue growth of 33% and a client retention rate of 97%, while recording its 22nd consecutive quarter of profitability.

With a recent round of strategic investment from Accel-KKR, along with a re-investment by current owner Francisco Partners, Vendavo will continue to scale product development, fund go-to-market strategies, and accelerate partnership and M&A opportunities.

"During this exciting period of growth at Vendavo, Mike is a modern marketer who leverages marketing technology in driving revenue growth and demand generation for the enterprise," says Joanna Chang, Renovata & Company partner. "His marketing leadership during his most recent position at Optimizely led to doubling the top of funnel and a 45% increase in closed new business."

Prior to joining Vendavo, Bernard was vice president of product and customer marketing at Optimizely, backed by Insight Partners. He joined the company as the chief marketing officer of Insite Software, a B2B eCommerce software company acquired by Optimizely. Before that, he was vice president of marketing of Reeher, a SaaS company owned by cloud software company Blackbaud. Bernard has held various marketing leadership roles at several companies, including Relationship One, Granicus and ClickSoftware.

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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