

Siteimprove, a Leading Marketing Performance Platform, Welcomes Clay Garrard as Vice President of Engineering

San Francisco, CA — March 8, 2022 Renovata & Company is pleased to announce the placement of Clay Garrard as vice president of engineering, platforms for Siteimprove—a leading marketing performance platform that transforms content into winning customer experiences that drive revenue.

Backed by Nordic Capital, the company'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).

Garrard has joined Siteimprove as the company ramps up for another year of growth. As part of the technical leadership team, he heads a team of engineering managers and is responsible for building and delivering the vision for Siteimprove's enterprise software as-a-service (SaaS) platform.

"Clay brings 20 years of experience as an executive with global technical leadership executing cutting-edge platform development," says Joanna Chang, Renovata & Company partner. "His technical expertise and business acumen will ensure Siteimprove delivers on their enterprise platform strategy."

Prior to joining Siteimprove, Garrard led a global team of 55 as director, technology for Expedia Group. Before that, also at Expedia, he served as director, platform engineering. Garrard worked for more than five years at The Disney Corporation—most recently as senior manager, cloud services and architecture—and prior to that, as senior solutions engineer, Disney Identity Systems. Earlier in his career, he co-founded two technology start-ups, and was a development lead at Microsoft Corporation.

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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