

Typeform, a Leading SaaS Platform for Online Forms, Surveys and Engagement, Welcomes Rich Jones as Vice President, Design

London, England — March 18, 2022 Renovata & Company is pleased to announce the placement of Rich Jones as vice president, design, for Typeform, a leading SaaS platform for online forms, surveys and interactive engagement. Reporting to the chief product officer, Jones will drive innovation and product experiences for the company.

Typeform was founded in 2012 in Barcelona, and the company's product empowers meaningful conversations with customers at scale. Compared to standard, impersonal forms, Typeform enables its clients to better understand their target groups (customers, communities and team members) by developing more engaging forms and a data-collection platform that increases participation and response rates—leading to more personal, productive relationships.

The company has raised \$52M from investors, including Index Ventures, General Atlantic and Point Nine Capital. This has enabled Typeform to grow its team to approximately 400 people and invest in new products such as a video platform. Today, more than 200,000 new users sign up for the company's freemium product each month—and thousands are converting to paying users. Typeform's product is used by more than 140,000 clients around the world (more than 50% in the US).

"Rich is a seasoned leader with proven global team management experience in high-growth, innovation-focused businesses," says Lisa Morgan, Renovata & Company principal. "He's passionate about building consumer-facing digital products and developing best-in-class product management and designer teams."

Prior to joining Typeform, Jones was chief product officer at Mind Gym. Before that, he was product director at OVO Energy, where he managed product and product design across five retail brands. He was previously director of product management and head of product management and UX at ASOS.com. Jones worked in several product and user experience leadership roles at blinkbox. He was a creative director and senior designer at BBC, and earlier in his career he worked for agencies as a designer, creative lead and art director.

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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