

Siteimprove, a Leading Marketing Performance Platform, Welcomes Gurpreet Singh as Vice President of Human Resources

San Francisco, CA — April 21, 2022 Renovata & Company is pleased to announce the placement of Gurpreet Singh as vice president of human resources, Europe 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 approximately 600 employees and 7,500 customers worldwide, Siteimprove recently announced that it crossed the \$100M mark in annual recurring revenue (ARR).

Singh has joined Siteimprove during a time of rapid growth—and in today's competitive talent marketplace, she plays a pivotal leadership role. Singh oversees the company's hiring and will be focused on developing a pipeline of talent for growth as the business scales in Europe.

"Gurpreet has more than 15 years of experience in human resources management in start-up and enterprise companies within martech and software as-a-service (SaaS)," says Joanna Chang, Renovata & Company partner. "Her experience in helping build out EMEA operations for the human resources function will be important to Siteimprove's success."

Prior to joining Siteimprove, Singh was head of people and culture at PatSnap, an artificial intelligence (AI) and machine learning (ML) company recently named a "unicorn" with a valuation of \$1B. Before that, she was senior human resources manager at Sitecore; and people (human resources) manager, international at Return Path. Earlier in her career, Singh held various human resources roles at companies, including Asendia, Acrotrend and Salesforce.com.

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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