

Siteimprove, a Leading Marketing Performance Platform, Welcomes Laurent Le Coz as Vice President of Engineering, Applications

San Francisco, CA and London, England — April 27, 2022 Renovata & Company is pleased to announce the placement of Laurent Le Coz as vice president of engineering, applications 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).

In his new role, Le Coz is responsible for delivering products using state-of-the-art technologies to fuel the company's rapid growth. His mandate is to build and lead a world-class engineering organization; drive product and applications architecture, resourcing and investments; and contribute to the company's overall technology strategy.

"Laurent has more than two decades of experience as an effective engineering leader in enterprise-scale businesses," says Joanna Chang, Renovata & Company partner. "He has played a key role in business transformation, which will be key to Siteimprove's success during this stage of the company's growth."

Prior to joining Siteimprove, Le Coz joined Sage through the acquisition of Adonix and spent 16 years as a core part of the company's engineering leadership team. He was one of the leaders behind X3, a core product in Sage's portfolio. Le Coz launched his career as a software developer for Prodstar.

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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