

## **Enfuce, a Cloud-Based Payment Solutions Provider, Welcomes Peter Baxendale as Executive Vice President, Sales Fintech**

**London, England — April 5, 2022** Renovata & Company is pleased to announce the placement of Peter Baxendale as executive vice president, sales fintech for Enfuce, a cloud-based payment solutions provider for fintechs, banks and merchants that specializes in next-level card-issuing and payment-processing services.

Backed by Vitruvian Partners, Enfuce was founded in 2016. The company helps fintechs, banks and merchants launch secure, compliant and globally scalable payment services faster, easier and sustainably.

Currently, Enfuce has a team of more than 90 people based in the Nordics. The company is on an aggressive growth trajectory as non-cash transactions continue to accelerate. Enfuce is in a good position because it offers a depth of industry expertise with a product that's scalable and architected for ease-of-use. Baxendale will own the ARR arising from the emerging fintech segment across Europe—including developing the company's go-to-market strategy in the UK, France, Germany, Sweden and the Netherlands.

"Peter is a senior fintech executive with extensive experience in international business development and strategy, and in building sales organizations," says Thomas Jepsen, Renovata & Company partner. "He has worked in successful startups, international corporations and high-growth private equity-funded companies that led to successful exits."

Before joining Enfuce, Baxendale was vice president, sales EMEA for AEVI. Prior to that, he was chief revenue officer at Modulr. He was vice president of sales at Fraugster; senior vice president of global sales at Network Merchants (NMI); and global vice president of sales at Creditcall. He has also worked in various sales and business development and sales leadership roles at companies including Elavon, Inc., Retail Decisions Europe, Mi-Pay, HNC Software and Neural Technologies.

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](http://www.renovata.com)

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