

Gen3 Marketing, a Multinational Digital Marketing Services Firm, Welcomes Sam Leone as Chief Operating Officer

San Francisco, CA — April 14, 2022 Renovata & Company is pleased to announce the placement of Sam Leone as chief operating officer of Gen3 Marketing, a multinational digital marketing services firm and an industry leader in affiliate marketing.

Gen3 Marketing, backed by Comvest Partners, is one of the largest agencies in the \$8 billion U.S. affiliate marketing industry. The company manages the digital marketing programs of leading online retailers and e-commerce clients across financial services, consumer products, health and wellness, and other end markets.

Gen3 Marketing is well-positioned to drive continued growth and benefit from the accelerating demand for affiliate marketing as a critical channel for e-commerce businesses. Over the past three years, the company has acquired a range of complementary businesses in the US, UK and Canada. Leone will serve as the company's first chief operating officer and will drive standardization and integration activities that leverage the unique aspects of each business unit to create a unifying culture with common best practices.

"Sam has a track record of leading operations to support high growth, profitability and M&A goals," says Joanna Chang, Renovata & Company partner. "He brings operational rigor, a metrics orientation and people-management capabilities to help scale the foundation of the business."

Prior to joining Gen3 Marketing, Leone was senior vice president of corporate development and operations at Hero Digital, which was acquired by AEA Investors. Before that, he was vice president, program management and operations for Delphic Digital. Past positions include senior vice president, global operations and program management for Aurionpro; vice president, business analytics and strategy for Radian; and various leadership positions at Advanta Bank Corp.

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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