

Siteimprove, a Leading Marketing Performance Platform, Welcomes Amber Bartholomeusz as Vice President of Partner Marketing

San Francisco, CA — June 24, 2022 Renovata & Company is pleased to announce the placement of Amber Bartholomeusz as vice president of partner marketing 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 crossed the \$100M mark in annual recurring revenue (ARR).

"Amber is a savvy partner marketing professional with experience in the software as-a-service (SaaS) and marketing technology domain," says Joanna Chang, Renovata & Company partner. "Her experience driving partner marketing initiatives, programs and demand generation to accelerate pipeline for the channel will help Siteimprove scale."

Prior to joining Siteimprove, Bartholomeusz was senior director of worldwide partner marketing, global alliances, for Sitecore, and she started her tenure at the company as senior director of field and partner marketing for the Americas. Before that, she worked at Prysm Inc. in a range of marketing roles, including senior sales program and enablement manager, global marketing manager, and director of global marketing. She also worked at HP for nearly six years in sales operations as well as in business development and planning.

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 North America 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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