

Siteimprove, a Leading Marketing Performance Platform, Welcomes John Huntington as Vice President of Technology Alliances

San Francisco, CA — June 22, 2022 Renovata & Company is pleased to announce the placement of John Huntington as vice president of technology alliances 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).

In his new role, Huntington is responsible for architecting, planning and governing Siteimprove's technology alliance direction, while supporting the company's growth goals and maximizing value to and from its partner ecosystem.

"John is an experienced alliances and channel leader when it comes to driving revenue growth, investment, innovation and market expansion," says Joanna Chang, Renovata & Company partner. "His experience spans the entire partner lifecycle—and his knowledge of the marketing technology ecosystem will help Siteimprove develop its partnerships channel."

Prior to joining Siteimprove, Huntington was vice president of global strategic alliances at Sitecore. Before that, he was vice president of global strategic alliances at LiveArea, a PFSweb, Inc. brand. He has also served as senior director of alliances, global enterprise program and partner strategy for Radial (formerly GSI and eBay Enterprise); vice president of corporate development and channels for Amplifi Commerce; and vice president of alliance and channels for BryterCX (formerly ClickFox).

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

Contacts:

Joanna Chang
Partner
Joanna.Chang@renovata.com

Judie Norkaitis
Consultant
Judie.Norkaitis@renovata.com

Location:

Renovata & Company
2261 Market Street, Ste. 4345
San Francisco, CA 94111
USA
+1 415-263-9168
contact@renovata.com