

Siteimprove, a Leading Marketing Performance Platform, Welcomes Andrew Williams as Head of Customer Success, EMEA

San Francisco, CA — August 18, 2022 Renovata & Company is pleased to announce the placement of Andrew Williams as head of customer success, EMEA for Siteimprove—a leading marketing performance platform that transforms content into winning customer experiences that drive revenue.

Backed by Nordic Capital, Siteimprove empowers marketing teams to optimize their content for accessibility, user experience and marketing performance, so they can expand their brand's reach, exceed their marketing goals and work towards a future with purpose. With approximately 600 employees and 7,500 customers worldwide, the company has crossed the \$100M mark in annual recurring revenue (ARR).

In his new role, Williams will be responsible for managing the customer success function across EMEA, including implementing programs to increase ease of adoption, enablement and customer satisfaction.

"Andrew is an experienced customer success leader who has managed large customer success teams across EMEA and APAC," says Joanna Chang, Renovata & Company partner. "His focus will be to scale the EMEA team, and to ensure an excellent customer experience across the entire customer journey."

Prior to joining Siteimprove, Williams was director, customer success, EMEA for Elastic. Before that, he was director, customer success, EMEA and APAC for TIBCO; and director, customer program success management, EMEA for Mashery, an Intel Company. He spent nearly 10 years at SAVVIS in various account manager and partner manager roles, and he started his career in client-facing mandates for several companies, including Intel, Exact Software and Intuit.

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