

Siteimprove, a Leading Marketing Performance Platform, Welcomes Ezekiel Rudick as Director of Content Marketing

San Francisco, CA — August 4, 2022 Renovata & Company is pleased to announce the placement of Ezekiel Rudick as director of content marketing 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, Rudick is responsible for leading a creative team of writers and designers to conceptualize, write, design, produce and scale a wide range of creative assets for the growing company.

"Ezekiel has spent the past 10 years helping software as-a-service (SaaS), technology and consumer-focused companies tell their most compelling brand stories," says Joanna Chang, Renovata & Company partner. "He builds and manages content campaigns across focused marketing channels to establish brand credibility and measurable business growth."

Prior to joining Siteimprove, Rudick was senior content marketing manager at New Engen, Inc., a digital marketing and media agency. Before that, he was the creative services manager at Rosetta Stone where he led a team of designers, writers and international marketing partners. Rudick has held numerous strategic content marketing roles at companies including AskNicely, Fleetio, CMD and DiscoverOrg.

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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