

## Pricefx, a SaaS Price Optimization Management Platform, Welcomes Gill Sheeran as Chief Financial Officer

**London, England — September 14, 2022** Renovata & Company is pleased to announce the placement of Gill Sheeran as chief financial officer of Pricefx, a software-as-a-service (SaaS) price-optimization management platform. As a member of the executive team, she will help create and execute a sustainable strategy to drive high performance and fast growth while delivering on Pricefx's financial goals and objectives.

Pricefx was founded by a team from the price optimization space that had grown increasingly frustrated by the results they were able to deliver to clients while using a legacy approach. They created Pricefx to leverage modern cloud technologies designed into a highly configurable platform to quickly overcome challenges and deliver value to their customers.

With more than 130 customers across 37 countries and a 96 percent customer-retention rate, Pricefx has more than 400 employees globally and has maintained a compound growth rate over 40 percent. Pricefx has backing from Apax Partners, Digital+ Partners, Bain & Company, Talis and Credo Ventures. In 2020, Pricefx acquired Brennus Analytics, an artificial intelligence (AI)-pricing software start-up company based in France.

"Gill is an experienced finance executive for the tech industry and fast-growing, global companies," says Thomas Jepsen, Renovata & Company partner. "She has a proven track record in successful exits, PE fundraising, M&A, large-scale business ramp-up, business turnaround to profitability, and business transformation."

Prior to joining Pricefx, Sheeran was co-founder at a tech startup focused on employee wellbeing. Before that, she was chief financial officer for Rule Financial, a PE backed FinTech. Earlier in her career, she held various finance and strategy/planning management positions at companies including *Financial Times* and Mazars.

As part of this project, Renovata's search and interim teams combined to identify and meet the short-term as well as the longer-term chief financial officer requirements for Pricefx.

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](http://www.renovata.com)

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