

## **Cint, a Global Software Leader in Technology-Enabled Insights, Welcomes Olivier Lefranc as Chief Financial Officer**

**London, England — December 15, 2022** Renovata & Company is pleased to announce the placement of Olivier Lefranc as chief financial officer of Cint, a global software leader in technology-enabled insights.

The Cint platform automates the insights-gathering process so companies can gain access to insights faster and with scale. Cint has the world's largest consumer network for digital survey-based research, made up of 252 million engaged respondents across more than 130 countries. More than 4,800 insights-driven companies—including SurveyMonkey, Zappi, Kantar and GfK—use Cint to accelerate how they gather consumer insights and grow their business.

Cint Group AB, listed on Nasdaq Stockholm, has an expanding team of more than 1,000 employees across 14 global offices, including Stockholm, London, New York, New Orleans, Singapore, Tokyo and Sydney.

The company transitioned from several years of private equity ownership via an IPO in early 2021. In December 2021, Cint completed the acquisition of U.S.-based Lucid—a programmatic research technology platform that provides access to first-party survey data in more than 110 countries. This combined Cint's European heritage, broad audience reach and enterprise transformation capabilities with Lucid's access to U.S. consumers and media measurement solutions.

Lefranc will lead the finance team of 30+, based across New Orleans, New York, Stockholm, Berlin and London. He is a proven chief financial officer for B2B businesses, chosen to steer Cint through its next stage of evolution and growth.

“Olivier has a strong track record and extensive experience as a financial leader in the market research industry,” says Lisa Morgan, Renovata & Company principal. “He has successfully led global business transformation, mergers and acquisitions, and post-acquisition integrations.”

Lefranc brings more than 20 years of experience in the market research and consumer insights sector to his new role. Most recently he was M&A director for Ipsos SA. Before that, he was chief financial officer for Kantar Media for more than a decade. Lefranc has also worked as division finance director for TNS and country finance director for Secodip.

### **About Renovata & Company**

Renovata & Company is an executive search and private equity advisory platform, trusted by boards, financial sponsors and their portfolio companies. Our global platform delivers transformational leaders, high-performing teams, and valuable insights that drive superior business and investment outcomes. Renovata's executive search activities are focused on high-impact, board-level mandates, including CEOs, CFOs, other C-suite executives and board directors. Zeren delivers broader talent solutions, supporting businesses as they build teams throughout the organization. With relationships across 60 leading private equity firms, we also provide specialized diligence and advisory services, including executive/operating advisors, diligence support, sector development and deal origination. We also make equity co-investments alongside our private equity clients through our investment affiliate, L Capital. With a heritage in software and technology-enabled services, Renovata & Company now serves digital-first companies in multiple industries across North America and Europe. [www.renovata.com](http://www.renovata.com)

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