

Siteimprove, a Leading Marketing Performance Platform, Welcomes Elliott DeLoach as Chief Financial Officer

San Francisco, CA — January 27, 2023 Renovata & Company is pleased to announce the placement of Elliott DeLoach as chief financial officer for Siteimprove—a leading marketing performance platform that transforms content into winning customer experiences that drive revenue.

Backed by Nordic Capital, Siteimprove empowers brands to stand out and optimize their content for accessibility, user/customer 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 is entering a new phase of growth. DeLoach is a key member of the leadership team during this transitional time, overseeing finance, legal and corporate governance functions.

"Elliott is an experienced CFO who brings more than 25 years of experience serving private equity-backed and public companies," says Joanna Chang, Renovata & Company partner. "His global experience spanning investment banking, M&A, finance and corporate development will serve Siteimprove well during this next chapter of growth."

Prior to joining Siteimprove, DeLoach was chief financial officer of Yapstone, Inc. Before that, he was chief financial officer of Velo Payments. DeLoach has also served as chief financial officer for CytoSport, Inc.; and was vice president, finance, for Annie's Inc. He spent his earlier career with Solera Capital, Aurora Capital Group and Morgan Stanley.

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

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