

## **IVC Evidensia, a Leading Veterinary Care Provider in Europe, Welcomes Michael Cotterell as Vice President, eCommerce**

**London, England — January 25, 2023** Renovata & Company is pleased to announce the placement of Michael Cotterell as vice president, eCommerce of IVC Evidensia, Europe's largest and fastest-growing veterinary care provider with a network of clinics, hospitals and emergency facilities.

Backed by EQT Private Equity, Nestle, Silver Lake and some other minority stakeholders, the company does business across 17 countries and employs more than 30,000 staff. Founded in 2011, IVC Evidensia has grown rapidly by offering vets a unique and innovative working environment, promoting high standards of care while offering clinical freedom and the flexibility of local service delivery.

IVC Evidensia has grown by acquiring veterinary clinics and buildings; implementing common core support practices; and investing in people, practices and systems to promote quality care and sustainable growth. A key focus of the company is to be an advanced digital veterinary group—fostering a seamless user experience, loyalty through personalization, and the ability to provide the right care at the right time.

In his new role, Cotterell will define and lead IVC Evidensia's global ecommerce strategy. He will manage the company's websites that have been formed or acquired over the past years, and he will build an ecommerce strategy to deliver products and prescriptions to millions of IVC Evidensia clients.

"Michael has experience with private equity and driving fast-paced global growth through organic and acquisition strategies," says Lisa Morgan, Renovata & Company principal. "He has a track record at fast-growing B2C ecommerce organizations—and managing portfolios of sites/companies and resource allocation to successfully drive strategy."

Prior to joining IVC Evidensia, Cotterell was senior director of ecommerce at Asda, where he was responsible for the company's ecommerce operating model. Before that, he was general manager, online and mobile, for Pick 'n Pay, where he was the end-to-end ecommerce P&L owner. He began his career as a consultant at Arthur Andersen & Co., and he also worked as a senior consultant at Capco.

### **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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