

Cinch Home Services, a Leading Nationwide Home Services Company, Welcomes Heather Williams Avior as Chief Financial Officer

New York, NY — March 1, 2023 Renovata & Company is pleased to announce the placement of Heather Williams Avior as chief financial officer of Cinch Home Services. The company offers home warranties, maintenance and repair plans; digital on-demand services and tools; and a customer support network of service repair professionals to prevent, diagnose and solve a wide variety of home-related issues.

Founded more than 40 years ago, Cinch Home Services has approximately 900 employees and nearly 1M customers nationwide—and responds to more than 1M service events annually. Cinch Home Services is a member company of The Cross-Country Group and is headquartered in Florida, with operations in South Carolina and Texas.

Cinch Home Services markets directly to homeowners, and it also expands its reach by partnering with leaders in real estate, financial services, insurance, utilities, retail and connected-home-device manufacturing. For example, the company's prominent marketing partners include Progressive Insurance, RE/MAX, TXU Energy, Sears Home Services and USAA.

As chief financial officer, Avior will lead the company's financial organization of 45 people, with a focus on optimizing finance and accounting, operations, strategy, commercial initiatives, strategic growth investments and capital.

"Heather has more than 25 years of entrepreneurial and executive experience leading finance, legal, operations and corporate development for high-growth companies—where she has raised capital, conducted M&A, led digital transformation, and helped build companies on a global scale," says Mannie Gill, Renovata & Company partner. "She has leadership experience in the areas of finance, accounting, tax structures and treasury; privacy, compliance and IP protection; recruiting and team building; and infrastructure development and management."

Prior to joining Cinch Home Services, Avior was chief financial officer for a decade at BOLD, a collection of online resources for job seekers. Before that, she was chief administrative officer at NewDay Financial, and managing director and chief compliance officer at View Partners.

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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