

Siteimprove, a Leading Marketing Performance Platform, Welcomes Alex McPhie as Vice President of Customer Success for EMEA

San Francisco, CA — March 14, 2023 Renovata & Company is pleased to announce the placement of Alex McPhie as vice president of customer success for EMEA at 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. McPhie is a key member of the leadership team, responsible for building and scaling a customer success organization in EMEA and leveraging automation and technology to improve customer outcomes.

“Alex brings a track record of building customer success programs and teams—including hiring, training and retaining talent,” says Joanna Chang, Renovata & Company partner. “His knowledge about the customer lifecycle experience and how to work across functions and regions to create a customer-first environment will benefit Siteimprove.”

Prior to joining Siteimprove, McPhie held several leadership positions at Showpad, a sales enablement platform backed by Insight Partners—where he was most recently regional vice president of customer success, EMEA. Before Showpad, he was director of customer success at Juro, a contract workflow platform. He spent nearly five years in various roles leading to being head of enterprise customer success at Qubit.

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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