

## **Kyriba, a Global Leader in Treasury, Payments and Cloud Finance Solutions, Welcomes William Goodall as Vice President, Sales, Northern Europe**

**New York, NY — January 4, 2023** Renovata & Company is pleased to announce the placement of William Goodall as vice president of sales for Northern Europe at Kyriba, a global leader in cloud treasury and finance solutions. Goodall will lead Kyriba's sales strategy in the UK and Ireland.

Founded 20 years ago, Kyriba has approximately 900 employees across 20 countries. The company delivers mission-critical capabilities for cash and risk management, payments and working capital solutions. More than 2,500 clients worldwide rely on Kyriba to see, protect and grow their liquidity. Kyriba's cloud platform connects siloed financial systems—including banks, enterprise resource planning (ERP) and other systems—to help global organizations improve their financial management.

In 2010, Kyriba launched in the U.S. and has since achieved a track record of double-digit expansion. In 2019, private equity firm Bridgepoint acquired a majority stake in the business. This backing enabled Kyriba to invest in R&D and accelerate its global expansion both via organic growth and M&A.

"The recent changes to the economic situation have accelerated the need for risk and liquidity management tools to improve business resiliency," Goodall says. "Kyriba has the right portfolio to meet the treasurers' and CFOs' demands, which is a tremendous opportunity to help further scale a highly successful business. I'm really looking forward to working with the team to maximize growth opportunities, evolve our ecosystem, deliver service excellence, and create value for our clients."

"William is a proven sales leader who has driven growth across multiple verticals," says Mannie Gill, Renovata & Company partner. "He is well-versed in cloud-based business applications and supply chain and working capital solutions. William has been a sales leader in the European and North American sales and enterprise cloud landscapes for more than 18 years."

Prior to joining Kyriba, Goodall was at Coupa Software, where he worked his way up from sales director to regional vice president and was later promoted to area vice president for the UK and Ireland. Before Coupa, he held executive sales and treasury positions at global organizations, including MicroStrategy, J.P. Morgan, SAP Ariba and others.

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