

## **Jimdo, a Leading Builder of Website and Other Digital Products for SMEs in Europe, Welcomes Greg Micyk as Vice President, Growth**

**London, England — October 5, 2023** Renovata & Company is pleased to announce the placement of Greg Micyk as vice president, growth of Jimdo, a leading builder of website and other digital products for European small- to medium-sized enterprises (SMEs). Micyk will build and lead a results-driven marketing function for the company's next phase of growth.

Since 2007, Jimdo has created websites for the self-employed and small businesses, helping them successfully digitize their operations. Today, the company is building a platform to support SMEs in every aspect of growing their businesses—from ecommerce solutions to developing their own customer relationship management (CRM) and ensuring compliance in a world of increasingly complex regulation. Jimdo's customers typically have between one and 10 employees who wear many hats in their day-to-day jobs—ranging from production and sales to finance and accounting. They have limited tailor-made options available to them and require simple and straightforward solutions.

Backed by Spectrum Equity and Global Founders Capital, Jimdo is currently building a wide-ranging digital product set to expand its offerings. Already well-positioned as a website builder for SMEs in Europe, the company is looking to expand internationally as a one-stop shop for founders, the self-employed and small businesses. Jimdo now has 500,000+ paid subscribers and approximately 300 employees, and its offices are located in Hamburg, Germany and Tokyo, Japan.

"Greg has a great deal of experience in growth marketing, with strong digital performance expertise within digital B2C and B2B companies, and he has founded and co-founded small businesses as well," says Lucy Brealy, Renovata & Company consultant. "He has the commercial mindset and experience of working in high-volume transactional environments, and a good understanding of how to optimize marketing effectiveness through the channel mix."

Prior to joining Jimdo, Micyk was vice president of growth and enterprise partnerships at Lendis. Before that, he was head of growth, SME lending, at Multitude—where he was previously product manager, SME lending; and product owner, SME factoring and invoice finance. He worked at Finiata as senior vice president of marketing and product owner. Micyk founded and co-founded software and marketing companies, and he has worked in a wide variety of marketing and leadership roles for companies including EssentialSkillz, Growth Hacker, ASUS Technology Pte. Ltd., Acer, ERGO Group AG and Allianz Trade.

### **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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