

AVANTGARDE Group, a Global Brand Experience Agency, Welcomes Erika Darmstaedter as Chairperson on Advisory Board

London, England — December 14, 2023 Renovata & Company is pleased to announce the placement of Erika Darmstaedter as non-executive chairperson on the advisory board of AVANTGARDE Group, a global brand experience agency. Darmstaedter will help the agency achieve its ambitious growth goals.

"I see tremendous potential in this fantastic agency brand," Darmstaedter says. "The field of experience economy is changing rapidly due to new technologies, which also demand new creative solutions. As a global brand experience agency, AVANTGARDE must always be one step ahead of these developments. I am excited to accompany this fascinating transformation and support the leadership team of the group with my expertise and passion for creative challenges."

With its portfolio of specialized agencies, AVANTGARDE is a pioneer in the global experience economy. Founded in 1985 as an event agency, AVANTGARDE has developed into a globally active group of companies with more than 650 employees in 12 locations worldwide.

In addition to the brand experience agency AVANTGARDE, other specialized agency brands such as Slash.Digital, Trendbüro and Green Game are part of the group—offering a broad spectrum of solutions and services. AVANTGARDE works on all physical and digital touchpoints along the customer journey.

"Erika is an experienced international leader in the agency industry with more than 22 years of C-suite experience in agency management and strategic consulting," says Tilanie Salvador, Renovata & Company consultant. "She has been instrumental in the digital and cultural transformations of multi-market/multi-model organizations."

Darmstaedter is also co-founder of Collective 63, a business-transformation advisory, and advisor to various tech-startups. She holds mentorship roles at The Founder Institute, the University of St. Gallen and INSEAD Alumni. Her expertise is directed at transforming companies into resilient entities poised for future challenges, while championing gender equality and addressing ageism in the evolving business landscapes.

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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