



Hiring the Leaders Behind AdTech

Renovata brings 150+ years of executive search experience and a track record of 200+ board and senior hires across Europe and North America.

We partner with PE-backed, venture, and public AdTech businesses to secure leadership that can deliver in a market defined by tighter capital, shifting spend, and pressure on performance.

Our work spans the full ecosystem, from platforms and programmatic to data and measurement, placing leaders across revenue, product, technology, and operations where outcomes are most exposed.

We focus on operators who can scale, adapt, and drive commercial impact.

In this environment, *leadership is the advantage.*



Mannie Gill
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Mannie is a partner and co-founder of Renovata. His practice is focused on conducting board and C-level searches for private equity portfolio companies across internet, eCommerce, SaaS and Ad/Mar-tech. In addition, he works with public companies on their digital transformation projects.



Harry Lewis
Managing Director
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Harry is Managing Director at Zeren, leading AdTech Practice for the UK. He partners with venture capital, growth, and private equity-backed businesses to build high-impact leadership teams across commercial and go-to-market functions.



Carlos Fernandes
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Carlos is leading the AdTech Practice at Cribb and has been supporting companies across the DACH region in navigating technological change and driving strategic growth. His focus lies on digital market leaders and leading companies in the fields of e-commerce, digital marketing, online advertising, and technology.



Alan Fecamp
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Alan is a Partner at Renovata specialising in GTM executive search. His work focuses on C-level appointments and building senior commercial leadership teams for investor backed, and public businesses. Alan is also an experienced founder, having built, scaled, and exited an AdTech and MarTech-focused search firm over ten years.

C-suite Depth

Placed C-suite executives across global Adtech businesses including CEOs, CFOs, CROs, COOs, CMOs, CHROs, and CTOs covering leadership transitions, scaling mandates, and post-acquisition phases.

Board Governance

Delivered a full board build-out for Criteo, placing the Chairman and multiple NEDs across its pre- and post-IPO journey, supporting long-term strategic governance and continuity.

Scaling Partners

Delivered nine company build-outs for high-growth Adtech businesses spanning commercial, product, and technology leadership across multiple international markets.

Product & Technology Leadership

Appointed senior product and engineering leaders including CTOs, Heads of Product, and Data specialists across contextual, programmatic, and in-game advertising platforms, reinforcing depth across Adtech innovation and infrastructure.

Commercial Leadership

Supported global revenue growth for leading SSP, DSP, and verification platforms through the appointment of senior GTM leaders including EVP, VP, and Director-level hires across Sales, Publisher, and Agency Development functions.



A Trusted Partner to Adtech

Renovata is a global executive search and private equity advisory firm, working with financial sponsors, portfolio companies, and public businesses to secure leadership that drives performance and growth.

This track record reflects a consistent focus on placing leaders who can operate with clarity, adapt to change, and deliver results in complex, fast-moving environments.

CEO & Board

- **CEO**, Mobile Retargeting / App Engagement / Performance
- **CEO**, Analytics / Customer Insights / Marketing Automation
- **CEO**, Performance Marketing / Retail Media / Commerce
- **CEO**, Audience Targeting / Data Science / Predictive Modelling
- **Managing Partner**, Audience Insights / Social Graph / Predictive Targeting
- **Chairman**, Performance Marketing / Retail Media / Commerce
- **NXD**, Performance Marketing / Retail Media / Commerce
- **NXD**, Performance Marketing / Retail Media / Commerce
- **NXD**, Performance Marketing / Retail Media / Commerce

Executive Leadership (Non-Board)

- **President**, Audience Targeting / Data Science / Predictive Modelling
- **Chief Supply Officer**, Personified Ads / Mobile / Privacy-First
- **Chief Strategy Officer**, Performance Marketing / Retail Media / Commerce
- **SVP Senior Products**, Video Advertising / Outstream / Global SSP
- **Managing Director**, DACH, Performance Marketing / Affiliate / Lead Generation
- **Managing Director, US**, Display Advertising / Data-Driven / Audience Targeting
- **General Manager US**, Personified Ads / Mobile / Privacy-First
- **General Manager US**, Video Advertising / Outstream / Global SSP
- **General Manager**, Americas, Media / Advertising / Marketing
- **SVP, Mid West**, Video Advertising / Outstream / Global SSP
- **Country Manager**, Programmatic DSP / Privacy-First / Brand Campaigns

Tech & Product

- **CTO**, Video Advertising / Outstream / Global SSP
- **CTO**, Mobile Retargeting / App Engagement / Performance
- **CTO**, Mobile Retargeting / App Engagement / Performance
- **CTO**, Personalisation / Conversion Optimisation / E-commerce Martech
- **CTO**, Video Advertising / Outstream / Global SSP
- **Chief Product Officer**, Personified Ads / Mobile / Privacy-First

Finance & Strategy

- **CFO**, Performance Marketing / Retail Media / Commerce
- **CFO**, Mobile Monetisation / Mediation / Programmatic
- **CFO**, Mobile Retargeting / App Engagement / Performance
- **CFO**, Personalisation / Retargeting / E-commerce AdTech
- **CFO**, Mobile Programmatic / User Acquisition / App Retargeting AdTech
- **CFO**, Performance Marketing / Retail Media / Commerce

People & Operations

- **CHRO**, Personified Ads / Mobile / Privacy-First
- **CHRO**, Performance Marketing / Retail Media / Commerce
- **COO**, Retargeting / Display / Dynamic Ads
- **COO**, Affiliate Ads / Commerce Content / Monetisation
- **COO**, Mobile Advertising / Programmatic / App / Branding AdTech
- **COO**, Personified Ads / Mobile / Privacy-First

GTM & Marketing

- **CRO**, Ad Serving / Dynamic Creative / Cross-Channel AdTech
- **CRO**, Performance Marketing / Retail Media / Commerce
- **CRO**, Personalisation / Retargeting / E-commerce AdTech
- **CRO**, Mobile Advertising / Programmatic / App / Branding AdTech
- **CRO**, Mobile Retargeting / App Engagement / Performance
- **CCO**, Video Advertising / Outstream / Global SSP
- **EVP of Sales, US**, Video Advertising / Outstream / Global SSP
- **SVP of Business Development**, TMT / Mobile Monetisation / Mediation / Programmatic
- **SVP of Global Advertiser Sales**, Mobile Monetisation / Mediation / Programmatic
- **SVP of Developer Relations**, Mobile Monetisation / Mediation / Programmatic
- **RVP UK & Nordics**, Sales Enablement / Content Management / Analytics
- **VP of Marketing**, B2B Media and Information Services / Mobile
- **VP of Marketing**, Mobile Monetisation / Mediation / Programmatic
- **VP of Demand**, Mobile Monetisation / Mediation / Programmatic
- **VP of Publisher, US**, Video Advertising / Outstream / Global SSP
- **VP of Agency Development**, Video Advertising / Outstream / Global SSP
- **VP of Telecoms**, Mobility Data / Analytics / Insights
- **VP of International**, Mobile Retargeting / App Engagement / Performance
- **VP of Sales**, Performance Marketing / Affiliate / Lead Generation
- **VP of Sales**, Central Europe, Retargeting / Display / Dynamic Ads
- **VP of Sales**, TV Ads / Video / Sales JV
- **VP of Sales, SSP** / Programmatic Infrastructure / Publisher Yield
- **VP of Sales**, Performance Marketing / Affiliate / Lead Generation
- **VP of Sales**, TV Ads / Video / Sales JV
- **VP of Sales**, Central US, E-Commerce Ads / Search & Social / Marketing Intelligence
- **VP of Publisher Sales**, Performance Marketing / Affiliate / Lead Generation
- **VP of Publisher, US**, Video Advertising / Outstream / Global SSP
- **VP of Sales & Client Development**, Semantic Targeting / Audience Insights / Contextual
- **VP of Agency Development**, Video Advertising / Outstream / Global SSP
- **VP of Telecoms**, Mobility Data / Analytics / Insights
- **VP of International**, Mobile Retargeting / App Engagement / Performance
- **Director**, Sales Strategy & GTM, Creative Management / Dynamic Ads / Cross-Channel
- **Director of Sales**, East Coast, E-Commerce Ads / Search & Social / Marketing Intelligence
- **Director of Sales**, Video Advertising / Outstream / Global SSP
- **Director, Brand Solutions**, Video Ad Serving / CTV / Measurement
- **Industry Director**, CPG, Video Advertising / Outstream / Global SSP

Case Study

CRITEO

"For the love of commerce"

Renovata's partnership with Criteo

Phase 3 Case Study: Post-IPO Pivot to Commerce Media

Searches Delivered

Chief Executive Officer

Megan Clarcken

Chief Revenue Officer

Brian Gleason

Independant Director

Rik van der Kooi
(later appointed Chair)



The Outcome

- **Strategy reset:** Megan Clarcken and team defined and executed a retail (commerce) media strategy, reframing Criteo from a retargeting specialist to an open-web platform partner to retailers, brands, and agencies.
- **Commercial scale-up:** With a purpose-built CRO, Criteo expanded enterprise adoption and deepened retailer partnerships.
- **Governance continuity:** Adding an adtech-native director who later became Chair reinforced board oversight through the transformation.
- **Value creation:** As execution took hold, Criteo's share price rose from roughly \$7 (pandemic-era trough) to approximately \$48 at its subsequent peak—an emphatic validation of the pivot.

Focus

CEO/CRO/Board build for strategic repositioning

Period covered: 2019–2022 (with ensuing board continuity)

Context

By 2019, Criteo's growth engine was over-indexed to a single retargeting product. The company had already "sweated" that asset globally; incremental growth required broadening the strategy and meeting public-company expectations.

The market backdrop – privacy shifts, identity changes, and retailer data emergence – demanded a pivot beyond retargeting and a clearer stance as a champion of the open web.

Mandate

Recruit a **CEO and leadership team** capable of:

- **Diversifying** the revenue model and repositioning the company narrative.
- **Building** a public-company-caliber operating bench and governance.
- **Scaling** go-to-market for a new category centered on retail/commerce media.