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Grove Collaborative Names Servaes Tholen As Chief Financial Officer And Promotes Delida Costin to Chief Legal and People Officer

Setting the company up for continued high growth as they enter 2020

SAN FRANCISCO--(BUSINESS WIRE)-- [Grove Collaborative](#), the San Francisco-based company that is transforming consumer goods into a positive force for human and environmental health, announced two executive appointments today: Servaes Tholen as Chief Financial Officer and Delida Costin as Chief Legal and People Officer. Both will report to Stuart Landesberg, Co-Founder and Chief Executive Officer, effective immediately.

Servaes Tholen joins Grove from Thumbtack, where he served as Chief Financial Officer and Chief Operating Officer for over four years. Prior to Thumbtack, Servaes was Chief Financial Officer of Elance and Upwork where he was primarily responsible for Finance, Human Resources, Analytics and Data Science, before, during and after the merger between Elance and oDesk that created Upwork. Earlier in his career, he held various finance roles at eBay in the Netherlands, UK and US, including Chief Financial Officer of the North America business unit.

A financial operator at his core with a depth of experience in leading cross-functional teams, Servaes comes to Grove with a wealth of financial and operations expertise that will propel the business towards continued high growth and impact in 2020. At Grove, Servaes will oversee Accounting, FP&A, Corporate Finance and Business Operations.

Delida Costin, a corporate legal executive and non-profit board leader, who joined Grove in July 2019 as General Counsel, has been promoted to Chief Legal and People Officer. Prior to joining Grove, Delida acted as General Counsel for lynda.com. Before that, she built the legal team at Pandora Media that ultimately took the company public in 2011. Delida has a broad range of experience in both public and private sectors, injecting the operational and managerial expertise required for organizations to transition from early stage to more mature stages, and executing on high-stakes initiatives such as public offerings and acquisitions.

Since joining Grove, Delida has spearheaded mergers and acquisitions activity, and played a key role in securing its latest Series D round of funding. In her newest role, Delida will oversee the Legal and Human Resource teams, focusing on rapidly scaling the Grove team while focusing on continuing to build a thoughtful and dynamic culture.

“Grove continues to grow both our footprint and our positive impact, helping millions of families create healthier, more sustainable homes,” said Stuart Landesberg, Co-Founder and

Chief Executive Officer. “We are thrilled to welcome Servaes to the Grove team. Additionally, we are grateful for Delida’s contribution at Grove to date and are excited for her expanded role. Both are exceptional leaders who will help Grove build for long term success.”

About Grove Collaborative:

Launched in 2012, Grove Collaborative, a Certified B Corp, creates innovative natural products and offers a curated selection of healthy home essentials like cleaning supplies and personal care products. With a flexible scheduled delivery model and a personal shopper, a “Grove Guide” assigned to each customer, Grove’s platform makes it easy for people to switch to healthier, more sustainable routines. Every item Grove offers, both from its flagship Grove Collaborative brand and from exceptional third party brands, has been thoroughly vetted against strict standards for sustainability, efficacy and supply chain practices. For more information, please visit www.grove.co.

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