

Lime Media Group Partners with Renovus Capital Partners to Accelerate National Growth

Bart McCollum named Chief Executive Officer; founder Heath Hill becomes Chairman



Rockwall, Texas Oct 16, 2026 ([IssueWire.com](https://www.issuewire.com)) - Lime Media Group (“Lime”), the nation’s largest mobile experiential marketing and mobile digital out-of-home company, today announced an investment from Renovus Capital Partners (“Renovus”), a Philadelphia-area private equity firm. Terms were not disclosed.

The investment strengthens the ability to deliver on what clients already ask Lime to do. Lime will use the capital to expand its national footprint, invest more heavily in its fleet, technology, and data, and add to its team. It also intends to pursue strategic acquisitions.

As part of the transaction, Bart McCollum, Lime’s President, becomes Chief Executive Officer. Heath Hill, who founded Lime in 2005, becomes Chairman of the Board and stays closely involved in strategy, culture, and key client relationships.

“For more than 20 years, we have set big goals and hit them,” said Heath Hill, Founder and Chairman of Lime Media Group. “This partnership is fuel to keep doing that. Our clients get the same team and the same standard they know, with more behind it.”

“Our clients, including some of the most impactful brands in the world, are investing heavily in in-real-life experiences and mobile out-of-home advertising tied to measurable data and insights,” said Bart McCollum, Chief Executive Officer of Lime Media Group. “As this category becomes more important in

marketing and advertising, Lime aims to be the default national platform for mobile out-of-home advertising and brand experiences.”

“Lime has built something rare: a national fleet with in-house fabrication, a creative studio, and strategy and execution, in addition to the data and insights that show clients what their campaigns and programs delivered,” said Jesse Serventi, Founding Partner at Renovus Capital Partners. “We are excited to partner with Heath, Bart, and the team and to back their plan for growth and expansion, including through acquisitions.”

JEGI LEONIS (www.JL-co.com), a leading M&A advisory firm for the global technology, media, and business services industries, represented Lime Media in this transaction.

About Lime Media Group

Founded in 2005 by Heath Hill, Dallas-based Lime Media Group owns hundreds of mobile experiential and digital out-of-home vehicles and assets across North America. Lime delivers coast-to-coast campaigns and programs for Fortune 500 brands, their agencies, and brands of every size and category. Lime is a member of DPAA and MOOHA. Learn more at lime-media.com.

About Renovus Capital Partners

Founded in 2010, Renovus Capital Partners is a lower middle-market private equity firm specializing in the Knowledge and Talent industries. From its base in the Philadelphia area, Renovus manages over \$2 billion of assets across its several sector-focused funds. The firm’s current portfolio includes over 30 U.S.-based businesses specializing in education and workforce development and services companies in the technology, healthcare, and professional services markets. Renovus typically makes control buyout investments in founder-owned businesses, leveraging its industry expertise and operator network to make operational improvements, recruit top talent, and pursue add-on acquisitions. Visit us at www.renovuscapital.com and follow us on LinkedIn.

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