

PRESS RELEASE

09.10.2023

**GFT appoints Priya Lakshmi as Chief Revenue Officer**

Priya Lakshmi joins from AWS to expand GFT's market offering and strengthen key partnerships.

London, 9th October – With 87% of organisations claiming digitalisation is now a key company priority, digital transformation continues to drive many businesses in the UK and beyond.

Global digital transformation company **GFT** has appointed **Priya Lakshmi as its new Chief Revenue Officer in the UK**. With an impressive track record of driving revenue growth in the technology and consulting industry across financial services customers, **Priya is set to lead the company's expansion and strategic initiatives in the UK**.

Joining from Amazon Web Services (AWS) where she held the role of Senior Manager for World-Wide Professional Services, **Priya was responsible for the team that led large transformation deals across all geographies and industries**.

Commenting on her new role, Priya said: “The pace of digital transformation across the banking, asset management and insurance industries over the past decade has been hugely impressive. I’m looking forward to helping our clients embark on this journey with confidence by leveraging our deep expertise and strong collaboration across our partnerships.”

Carlton Hopper, UK Managing Director at GFT, added: “I am excited to have Priya join our leadership team. Cloud technology is no longer a nice-to-have for business, it’s become imperative to their growth. Priya brings a wealth of experience, having previously worked in senior leadership positions at several prominent technology and consulting firms. Her expertise in revenue strategy, sales and business development will be instrumental in achieving our ambitious growth targets.

As part of GFT’s management team, **Priya will be focused on continuing the digital transformation company’s impressive growth**, which reported a **10% headcount increase** in the first half of this year, by tailoring its services and products to the business’ growing list of clients.

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About GFT – Shaping the future of digital business

GFT is a digital transformation pioneer. By leveraging next-generation technologies, we enable clients to boost their productivity with intelligent software solutions. We focus on Digital Finance, Enterprise AI & Data Solutions, and Platform Modernisation.

GFT's strengths include deep technological excellence, a strong ecosystem of partners, and industry expertise. We are [agile@scale](#) and boost digital transformation for clients from the finance and insurance sectors, as well as the manufacturing industry. GFT talents create, implement, and manage software applications to enable innovative businesses while complying with regulations.

With locations in more than 15 markets around the globe, GFT ensures proximity to its clients. We draw on over 35 years of experience and a global team of over 10,000 determined talents. GFT provides them with career opportunities in the most innovative areas of software engineering. The GFT Technologies SE share is listed in the SDAX index of the German Stock Exchange (ticker: GFT-XE).

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