

PRESS RELEASE

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**GFT Appoints CEO Americas Following 54% Increase in US Growth**

The Digital Transformation Company Appoints Marco Santos as CEO Americas to Guide Banks, Insurers and Manufacturers Through Large-Scale Digitalization Initiatives

New York, NY, January 24, 2022 – As global spending on digital transformation increases, the U.S. has emerged as a clear frontrunner, with spending over the next five years accounting for **nearly 35% of the worldwide total**. While most American companies are clear about the need to undergo transformation, few can afford the mistake of going it alone.

Global digital transformation company **GFT** is strengthening its presence in the Americas to deliver on these digital aspirations. The company has spent more than 35 years guiding banks, financial institutions, insurers and manufacturing companies in 15 countries as they transition away from legacy systems and introduce digital, cloud-based infrastructures. Now, following a **54% year-over-year increase to its U.S.-business in Q3 2022**, GFT is bringing together its operations in the U.S., Brazil, Canada, Costa Rica and Mexico. The newly-consolidated Americas region will serve both companies that operate in multiple regions across the Americas, as well as those that operate in a single region.

Seasoned GFT Executive to Oversee Entire Americas Region

The company has appointed **Marco Santos** as its new **CEO Americas** to spearhead this mission. Since starting with the company in 2011, Santos has been at the center of GFT's South American growth, previously serving as GFT's CEO U.S. and Latin America. He was responsible for breaking into the Brazilian market and growing its team from **zero to 1,800** professionals. Santos subsequently introduced a nearshoring offering for GFT's U.S. and Canadian client bases with delivery centers in Mexico and Costa Rica, where the company has created **500 new job posts** for the local economy.

"American companies are no longer intimidated by the idea of digital transformation. In fact, as their spending patterns show, it's an extremely appealing investment," said Marco Santos, CEO Americas at GFT. "But what we find often gets lost in the digital transformation journey is the long-term reason for doing so."

Nearshoring and Offshoring, Consulting and Implementation, All Under One Roof

GFT's regional delivery centers, paired with the company's international expertise and longstanding partnerships with technology leaders such as **AWS, Google Cloud, Microsoft Azure, Thought Machine, LemonEdge and Guidewire** put the company in a unique position to compete with both American-born consultancies and international offshoring options.

GFT provides both consultation and implementation of digital projects under one roof. The company has **more than 10,000 employees worldwide**, equipping it with the deep technological knowledge

and diverse skill set necessary at each stage of clients' transformation lifecycles, from vision to implementation.

From Legacy to Leader

Santos continued, "American companies in traditional industries often don't realize that it's possible for them to lead in a digital world that seems to be moving forward without them. We're offering them a new perspective that goes beyond simply replicating the advancements of digital challengers. By shifting this mindset from the start, they're able to not only keep up with the rest of the industry, but outpace their competitors altogether."

As CEO Americas, Santos will continue overseeing GFT's work to guide sustainable digital transformation including everything from cloud migration and core system modernization, to the introduction of carbon-conscious coding.



Marco Santos, CEO Americas, GFT

This press release is also available for download via the [GFT newsroom](#)

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About GFT – Shaping the future of digital business

GFT is a global digital transformation company that introduces business agility at scale for the world's leading finance, insurance and manufacturing companies. With over 35 years of experience, 10,000 employees and a presence in 15 countries worldwide, companies rely on GFT to transform their digital visions into tangible realities. GFT's sustainable approach to digital transformation includes everything

from migration to open cloud platforms and core system modernization, to the introduction of carbon-conscious coding and new technologies such as artificial intelligence and blockchain/DLT.

As one of the largest implementation partners for trusted cloud solutions including AWS, Google Cloud, Salesforce, Thought Machine and Guidewire, GFT is reimagining companies' legacy infrastructures to take advantage of digital opportunities and digital customers.

The GFT Technologies SE share is listed in the SDAX index of the German Stock Exchange (ticker: GFT-XE).

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