

# News Release

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## **Avanade Strengthens Global and UK Leadership Team with New Executive Appointments**

*Former Avanade UK GM Ian Jordan is appointed Executive Vice President of Global Sales and Marketing;  
Pam Maynard Promoted to UK General Manager*

**SEATTLE - LONDON – 18th October 2010** – Avanade, a business technology services provider, today announced two significant promotions to its leadership team. Ian Jordan, previously general manager for Avanade’s UK operation, has been appointed executive vice president, global sales and marketing. Pam Maynard has been promoted to succeed Jordan as general manager for Avanade UK, where she was previously VP of enterprise applications and integration.

In his new role, Jordan will oversee Avanade’s worldwide sales and marketing strategy and initiatives. He will report to Avanade’s CEO, Adam Warby. Maynard will report to Ashish Kumar, Avanade’s President for Europe, Africa and Latin America (EALA).

Jordan brings more than 25 years in technology, consulting, outsourcing and local professional services businesses in the United Kingdom, United States and Europe. He joined Avanade in 2007 as general manager for the UK region overseeing a period of significant change and growth in the UK business. He has also led key direct sales growth initiatives in Avanade Europe. Previously, Jordan worked at Capgemini and served in a variety of leadership roles, growing his responsibilities to become CEO of Capgemini Consulting in the UK in 2004. Jordan joined Capgemini’s Global Management Board in 2006, leading Capgemini’s i3 Global transformation initiative.

Warby commented, “As UK’s general manager, Ian has successfully managed the organization through a very challenging economic downturn and restructured the team for future growth. Ian’s business acumen, operations expertise, international experience and sales and marketing roles will be of tremendous value in leading global sales and marketing as Avanade accelerates its growth and global expansion objectives.”

Maynard joined Avanade in 2008 from Capgemini where she led IT performance improvement for global clients. With over 15 years of experience in IT and consulting services, she has also held positions in IT strategy and program management at Ernst and Young, and consultancy roles at Oracle. Prior to accepting the role of Avanade UK GM, Maynard was the vice president of enterprise applications and integration. In this role, she was responsible for application development, information management and collaboration, infrastructure consulting, and project management and outsourcing for Avanade UK.

“The UK represents a tremendous growth market for Avanade, and we needed a strong leader to maintain the momentum created by Ian,” said Kumar. “Pam brings a diverse set of business, technology and customer relationship skills to this position that will allow her to build on the foundation of growth. Microsoft enterprise technologies offer CIOs a compelling and comprehensive set of solutions to address business requirements. Pam takes over a strong team that’s ready to capitalize on the growing demand for Microsoft. I am confident that Avanade’s success to-date, and our relationship with Accenture and Microsoft in the UK, will position us well for the next period of growth in this important market.”

## About Avanade

Avanade provides business technology services that connect insight, innovation and expertise in Microsoft technologies to help customers realize results. Avanade's services and solutions help improve performance, productivity and sales for organizations in all industries. The company applies Microsoft expertise from its global network of consultants, drawing on the right mix of onshore, offshore and nearshore skills, which together are designed to help deliver results faster, at lower cost and with less risk. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture and Microsoft Corporation and serves customers in more than 24 countries worldwide with more than 11,000 professionals. Additional information can be found at [www.avanade.com](http://www.avanade.com).

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