Avanade Supercharges Responsible AI Leadership With Key Executive Appointments, Including First Chief AI Officer

Appointments include new ESG & Responsible Business Lead role to better support clients navigating their own Responsible AI journeys.

Seattle, September 6, 2023 – Avanade, the leading Microsoft solutions provider, today announced five key leadership appointments to support clients navigating their AI-transformation journeys and strengthen its own position as an AI-first responsible business leader.

Effective immediately, the appointments include two newly created strategic roles:

- The appointment of Avanade's first Chief AI Officer will strengthen and expand Avanade's position as a Microsoft AI leader and help shape an AI-first future for clients.
- The creation of a new Avanade Lead for Environmental, Social and Governance (ESG) and Responsible Business, brings together these critical programs that underpin Avanade's own ESG goals, including Corporate Citizenship and the work it does to support the digital transformation of non-profit organizations through Avanade's Tech for Social Good program.

"Today, we are taking a significant step on our journey to do what matters, appointing key leaders to help our clients, and our people, embrace the power of transformative technology and make a genuine human impact," said Pam Maynard, CEO of Avanade. "In this AI-first era, these appointments will provide clients with the expertise, understanding, and skills they need to navigate this new frontier in a responsible, ethical, and sustainable way. Our new leaders will be instrumental in continuing to build our market position as the leading provider of Microsoft and AI solutions, making a positive contribution to the broader responsible technology landscape."

Senior Leadership Appointments:

Florin Rotar will become Avanade's first Chief AI Officer. In this new role, Florin will drive Avanade's global AI strategy and execution across the company. He will also accelerate Avanade's internal transformation, identifying ways AI can disrupt - and improve - how Avanade works, operates, and delivers for its clients.

Innes Grant will become Avanade's lead for Environmental, Social and Governance (ESG) and Responsible Business, responsible for bringing together and developing the programs that underpin Avanade's ESG goals, including Corporate Citizenship and the work it does to support the digital transformation of non-profit organizations through Tech for Social Good.

Aaron Reich succeeds Florin as its next Chief Technology Officer. Aaron joined Avanade 12 years ago, after a decade with Accenture. For the last four years he has led Avanade's Emerging Tech team, identifying future technology investments that will drive significant strategic impact on the Avanade business. There are a number technology shifts, in addition to AI, that will impact clients and Aaron's experience will help shape Avanade's broader Technology and Innovation strategy to support its go-to-market agenda.

Laura Sewell has been appointed as Avanade's next Chief People Officer, responsible for global employee and workplace programs including human resources, talent acquisition, benefits and employee development. She will also be responsible for overseeing Avanade's many inclusion and diversity initiatives and flexible working programmes. Laura joined Avanade as its North America HR Executive in 2018, following a 20-year career at IBM, and has played a pivotal role in shaping many of Avanade's key people initiatives.

Michael Roughsedge will become Avanade's new Chief Sales Officer. Michael will be responsible for Avanade's strategy, programs and governance across its global sales organization and client account leadership programs and lead the next phase of Avanade's global sales transformation. Previously, Michael led Avanade's South region within its North America business.

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About Avanade
Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers.

We have been recognized, together with our parent Accenture, as Microsoft's Global SI Partner of the Year more than any other company. With the most Microsoft certifications (60,000+) and 18 (out of 18) Gold-level Microsoft competencies, we are uniquely positioned to help businesses grow and solve their toughest challenges.

We are a people first company, committed to providing an inclusive workplace where employees feel comfortable being their authentic selves. As a responsible business, we are building a sustainable world and helping young people from underrepresented communities fulfill their potential.

Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com.