



Avanade appoints Darren Hardman as President of Europe

LONDON – 3 October 2017 – Avanade has appointed Darren Hardman as its President of Europe effective immediately. Hardman will continue his role as UK General Manager, as well as lead Avanade’s strategy and operations across 13 countries. He will also join the company’s Executive Committee.

Darren has been a member of the Avanade senior team for seven years, taking up the post of UK General Manager in 2016 where he has most recently been responsible for overseeing all business operations; including sales, delivery and ensuring consistent, high-quality results for Avanade’s UK clients.

He will succeed Pamela Maynard, who now leads Avanade’s Market Units and Offerings in Seattle. Darren will report directly to Avanade Chief Executive Officer, Adam Warby.

Prior to leading the UK, Darren was Chief Operating Officer for Avanade North America, the company’s largest operating unit. Before that, he spent time as Head of Global Sales for Avanade, playing a prominent role in building a client portfolio worth \$2 billion.

Commenting on the news, Hardman said: “I am delighted to expand my role to lead Avanade’s European operations. For us, Europe represents one of the fastest growing and largest markets globally, making up 45% of global revenues and I am incredibly excited to take up the reins in order to achieve the aggressive targets we have set for the region over the coming year.”

Avanade provides digital services, business solutions and design-led experiences based on the latest Microsoft technologies. It has more than 3,900 employees in Europe.

Prior to joining Avanade, Darren spent more than 15 years at Accenture, most recently as a senior executive within the Technology Growth Platform.

Darren holds an MBA with Distinction from Imperial College London, U.K and a degree in Econometrics (Economics & Mathematics) from the University of Nottingham, U.K.

For more information on Avanade’s Leadership Team: <https://www.avanade.com/en-gb/about-avanade/leadership>

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About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences delivered through the power of people and the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help fuel transformation and growth for our clients and their



customers. Avanade has 30,000 digitally connected people across 24 countries, bringing clients the best thinking through a collaborative culture that honours diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com.