

News Release

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Avanade appoints Laura Malcolm to lead Australia business

AUSTRALIA, September 14, 2021 – [Avanade](#), the leading digital innovator on the Microsoft ecosystem, announced today that it has appointed Laura Malcolm as Australia General Manager. Laura takes the reins from Mac Ghani, who is moving to a new role as Avanade's Global Growth and Strategy Executive.

Based in Sydney, Laura will be responsible for accelerating the growth of Avanade's Australian business, sustaining Avanade's market leadership in the region, and leading a team of more than 500 professionals based in six locations: Adelaide, Brisbane, Canberra, Melbourne, Perth and Sydney.

Laura launched her Avanade career seven years ago as its Australia Chief Technology Officer. Since then, she has spent time in London as Avanade's United Kingdom (UK) Digital Lead, Chief Operating Officer for UK and Ireland, and Global Advisory Practice Lead. In 2020, Laura returned to Sydney and served as Avanade's Growth and Strategy Lead for Growth Markets which encompasses Asia Pacific and Latin America. Before joining Avanade, Laura spent over 20 years working in Europe and Asia Pacific with industry-leading companies, in a variety of roles spanning technology, consulting and sales.

"We are thrilled to have Laura lead our Australian team and business. Her deep experience and expertise across the Microsoft ecosystem, combined with her passion for people and innovation, make her the perfect person to lead our next phase of growth," said Rodrigo Caserta, Avanade's Growth Markets Area President.

"I'd also like to thank Mac for the tremendous impact that he has made on our Australian business over the past three years. I look forward to continuing to work with him in his new role as our Global Growth and Strategy Executive."

Commenting on her appointment, Laura said, "I'm excited to step into this new role - helping our people realise their full potential, supporting our clients through a period of accelerated digital transformation and helping them prepare for the future through digital innovation. Together with the entire Avanade Australia team, I'm really looking forward to bringing our purpose to life, working with our clients, partners and communities to make a genuine human impact."

Laura holds a Bachelor of Science in Physics, from the University of Bristol (UK). She currently lives in Sydney with her family and is a passionate advocate for inclusion and diversity.

**About Avanade**

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help make a human impact on our clients, their customers and their employees. We are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Avanade has 50,000 professionals in 26 countries, bringing clients our best thinking through a collaborative culture that honors 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.

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