

## PRESS RELEASE

### **Kathy Quashie has been appointed to the Global Leadership Team of Inetum as CEO of United Kingdom & Ireland and Growing Markets\***

Saint-Ouen (France) & London (UK), May 16<sup>th</sup>, 2024

**Inetum has announced the appointment of Kathy Quashie as CEO of UK&I and Growing Markets (European countries where Inetum does not currently have an office), effective from May, 2024, reporting directly to Jacques Pommeraud, CEO & Chairman of Inetum Group.**

#### **Inetum's strategic presence across Europe establishes it as a leading player.**

In line with the group strategy for expanding its European presence, the appointment of Kathy Quashie comes as Inetum enters a new phase of growth, with acquisitions in the UK&I such as Unifii in December 2023, as well as a focus to scale across other growing markets. Inetum sees growing markets including the UK&I as key to their pan European strategy. With the acquisition of Unifii, Inetum became a leading European partner for ServiceNow with nearly 500 ServiceNow experts in Europe and more than 2000 certifications.

#### **Committed to excellence to support strong organic and inorganic growth.**

Kathy Quashie will lead UK&I and Growing Markets promoting Inetum's digital services and solutions. Kathy is an established executive leader with substantial expertise in the B2B markets, delivering market growth, customer success, and strategic digital transformation, having held senior roles in British Telecoms, Vodafone and Capita plc.

Kathy brings with her a wealth of experience in leading digital transformation and solutions for clients, businesses and partners across multiple sectors and will be hugely valuable as Inetum continues to scale its growth potential.

Speaking of the appointment, Jacques Pommeraud said: "We see growing markets including the UK&I as key to our pan European strategy. I am delighted to have Kathy join the team, her experience in leading digital transformation and solutions for clients, businesses and partners across multiple sectors will be hugely valuable as Inetum continues to scale its growth potential."

Kathy Quashie said: "This is an exciting time to join Inetum and I am delighted to be part of the journey with Jacques Pommeraud and the team. The UK&I and other growing markets provide huge opportunity for digital transformation supporting clients and businesses whilst working closely with key partners to optimize digital excellence, an outcome that most businesses want and need to remain productive, agile and competitive."



*\*European countries where Inetum does not currently have an office*

## About Inetum

Inetum is a European leader in digital services. Inetum's team of 28,000 consultants and specialists strive every day to make a digital impact for businesses, public sector entities and society. Inetum's solutions aim at contributing to its clients' performance and innovation as well as the common good.

Present in 19 countries with a dense network of sites, Inetum partners with major software publishers to meet the challenges of digital transformation with proximity and flexibility.

Driven by its ambition for growth and scale, Inetum generated sales of 2.5 billion euros in 2023.

For further information, please visit [www.inetum.com](http://www.inetum.com)

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