

Avanade Appoints Katharine Shaw-Paffett as New Sales & GTM Lead for Center for AI and Cross Solution AI Lead for UK and Ireland

Katharine brings a decade of digital transformation experience from EY, Accenture and Microsoft

LONDON, UK, 8 April 2024, – [Avanade](#), the leading Microsoft solutions provider, today announced the appointment of digital transformation expert [Katharine Shaw-Paffett](#) to the role of Sales & GTM Lead for Center for AI and AI & Cross Solution AI Lead for UK and Ireland (UKI). She will be responsible for unlocking strategic value and innovation with AI across the whole of the business and technology stack, leveraging cross-disciplinary expertise to collaboratively scale AI initiatives for Avanade’s clients in UKI.

Katharine joined Avanade from Microsoft Germany where she was leading the data & AI partner ecosystem, driving sales and GTM strategies with partners ranging from ISVs and GSIs to smaller data & AI German boutique companies. With a decade of experience in digital transformation, Katharine has also worked in management consulting at Accenture in the core banking division, where she focused on post-merger integration rolling out agile business transformation at retail banks, as well as a tenure at EY as a Consultant for Banking and Capital Markets.

In her new role, Katharine will be leading the Sales and GTM for the Center for AI at Avanade feeding into her role as Cross Solution AI Lead for UKI. The Center, which was established earlier this year across Europe and Middle East will strengthen and streamline Avanade’s collaboration with clients and partners and will act as a North Star and central hub for all parts of its AI vision, strategy and execution. It brings together dedicated experts from across Avanade to leverage the market opportunities and be in the best possible position to be the trusted advisor to its clients as they transform their businesses in the era of AI. This includes how Avanade will go-to-market, solution and deliver its innovative portfolio.

Commenting on her appointment, Katharine said, “Technology for me is a social cement. It brings together a very diverse set of stakeholders with a common goal - to empower and transform their businesses. In addition, the platform shift to AI has really called for this multi-disciplinary collaboration. We need to rethink, challenge and transform our processes and business models - not just optimize them if we want to unleash maximum value. This requires creative, original thinking through diverse teams. Now more than ever, we need cohesion across solution areas to ensure synergies and growth. As topics like data management and extraction become much more federated, apps get increasingly more intelligent, AI-ready infrastructure, data platform and security enter every conversation, AI is infusing across all areas of the business yielding multiple opportunities as well as dependencies.

“I joined Avanade because I believe our unique set of values, diverse capabilities and close, long-standing partnership with Microsoft give us what it takes to do something very bold and very strategic in the market. It is a thrilling time to be working in AI, and this technology gives us the tools to amplify our human capabilities and transform our clients’ businesses.”

Avanade’s Executive for Center of AI in Europe and Middle East, Annika Grosse added, “With AI reshaping industries and redefining the relationship between people and technology, we continually strive to appoint the highest calibre of talent in the field of data & AI to work with our clients. Katharine’s wealth of experience in helping organizations to uncover the transformative capabilities

of data & AI makes her a valuable addition to our team in UKI. I look forward to working with her to help businesses in the region shape the future for our people, our clients, and our society.”

At Microsoft, Katharine was awarded the Microsoft Gold Club Award in 2023, recognizing her performance, transformation and contribution to the overall success and growth of Microsoft. She holds a Bachelors degree in in International Management and Modern Languages (German) from the University of Bath, UK.

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About Avanade

Avanade is the leading global provider of digital, cloud, AI and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem.

Together with Accenture, we have been recognized as Microsoft’s Global SI Partner of the Year more than any other company. With the most Microsoft Most Valued Professionals, 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.

Avanade is a responsible business committed to building a sustainable world through the power of people and Microsoft. We hold ourselves accountable to environmental, social and governance targets, ensuring our business is sustainable for the long term. Every day, our 60,000 professionals in 26 countries harness the power of their diverse backgrounds to make a genuine human impact for our clients, their employees and their customers. Learn more at www.avanade.com and follow us on LinkedIn.

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