

**Contacts**  
Claire Booty  
[claire.booty@avanade.com](mailto:claire.booty@avanade.com)  
+447930760031

## **Avanade Appoints Rodrigo Caserta as New CEO**

*Longtime Avanade leader succeeds Pamela Maynard*



**SEATTLE, August 15, 2024** – Avanade, the leading Microsoft solution provider, announced today the appointment of Rodrigo Caserta as CEO, effective September 1. Caserta succeeds Pamela Maynard, who will step down at the end of August to join Microsoft as Chief AI Transformation Officer for Microsoft Customer and Partner Solutions (MCAPS).

“I am excited to see Rodrigo, a longtime Avanade leader, become CEO,” said Karthik Narain, Avanade Board Chair and group chief executive, Accenture Technology. “With enterprise and mid-market expertise, and a deep understanding of our clients and commitment to our people, he is the right person to lead Avanade as we expand market share. I thank Pam for her leadership, doubling our business and leading a cultural transformation focused on inclusion, diversity and well-being, and we look forward to continuing to work closely with her in her new role at Microsoft.”

Caserta, currently Avanade’s Global Technology Business Group Lead, brings a wealth of experience and a proven track record of success that will further extend Avanade’s leading position in the Microsoft Services sector. Since joining Avanade nearly a decade ago, he has demonstrated exceptional leadership and a deep commitment to fostering a people-first, client-focused culture. As General Manager of Brazil and later as President of Growth Markets, Caserta led significant growth in both revenue and headcount across Avanade’s APAC and Latin America regions, consistently outpacing the market. A native of Brazil, he recently moved from Singapore to the U.S. with his family.

“It’s an honor to follow in Pam’s footsteps, who brought me into Avanade nearly a decade ago. The wisdom I’ve gained from her is invaluable, and it’s a privilege to uphold her legacy as Avanade’s next CEO,” Caserta said. “In an era marked by complex challenges, fierce competition, and the imperative to capitalize on AI, our clients have consistently found a trusted partner in Avanade. I am excited and look forward to this opportunity to lead, guided by our deep expertise, bold ambitions and a spirit of collaboration.”

As Maynard steps down as CEO, she will transition to her new role at Microsoft, where she will spearhead AI transformation for MCAPS.

Judson Althoff, Chief Commercial Officer at Microsoft, said, “We are excited to welcome Pamela to Microsoft Customer and Partner Solutions as our first Chief AI Transformation Officer, where she will leverage Microsoft’s AI portfolio to drive our internal transformation and work directly with

customers to accelerate theirs. For nearly a decade, Microsoft and Avanade have been at the forefront of AI innovation, with both Pam and Rodrigo playing a critical role in advancing our progress. I look forward to this new chapter, confident in their leadership and expertise, as we further strengthen the longstanding partnership between Microsoft and Avanade and pioneer new advancements in our industry.”

Pamela Maynard expressed, "After 16 remarkable years at Avanade, now is the right time to transition to new leadership and Rodrigo is the perfect choice for our next CEO. Reflecting on my five-year tenure as CEO, I am proud of what we've achieved as an organization. We've solidified Avanade's position as the preeminent leader in the Microsoft ecosystem, consistently earning recognition from industry analysts, market leaders, and Microsoft itself. And our workplace culture, celebrated by Newsweek, Glassdoor, and more, is a clear reflection of our deep commitment to inclusion, diversity, and well-being. As AI continues to transform the industry, I am excited to have the opportunity and grateful for the confidence Microsoft's leadership has in me to lead critical work in my new role.”

#ENDS#

### **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](http://www.avanade.com) and follow us on [LinkedIn](#).

### **Forward-Looking Statements**

Except for the historical information and discussions contained herein, statements in this news release may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Words such as “may,” “will,” “should,” “likely,” “anticipates,” “aspires,” “expects,” “intends,” “plans,” “projects,” “believes,” “estimates,” “positioned,” “outlook,” “goal,” “target” and similar expressions are used to identify these forward-looking statements. These statements are not guarantees of future performance nor promises that goals or targets will be met, and involve a number of risks, uncertainties and other factors that are difficult to predict and could cause actual results to differ materially from those expressed or implied. These risks include, without limitation, risks that the leadership change may not achieve the anticipated benefits for the company. Statements in this news release speak only as of the date they were made, and Avanade undertakes no duty to update any forward-looking statements made in this news release or to conform such statements to actual results or changes in Avanade's expectations.