

Mphasis Veda Iyer Wins CMO Asia's 'Women Leadership in Industry' Award



Bengaluru, India, August 09, 2018

[Mphasis](#) (BSE: 526299; NSE: MPHASIS), an IT services and solutions provider specializing in cloud and cognitive services, is pleased to announce that its Chief Marketing Officer, Veda Iyer, is the recipient of CMO Asia's 'Women Leadership in Industry' Award. The announcement was made at the CMO Asia Awards ceremony on July 31, 2018 at the Le Meridien Singapore, Sentosa.

As Chief Marketing Officer & Head Sales, APAC at Mphasis, Veda Iyer has aided wins by creating compelling value and differentiation through Mphasis' service transformation approach for clients globally. Recently, Mphasis enhanced its positioning as a market leader in [Front2Back™ Transformation](#), enabling organizations powered by cognitive technologies to move anything to the cloud.

"It is a great honor to receive the Women Leadership in Industry Award, and I am more than pleased to have won it representing a company that is a pioneer in applied technologies," said **Veda Iyer, CMO & Head Sales – APAC**. I am also very pleased to serve as a model and beacon to women in business and to make inroads for those in my field as well as other sectors."

The CMO Asia Awards are the first of its kind, recognizing individuals and organizations who have shown leadership in their respective fields combined with strategic marketing, innovation and corporate social responsibility. The awards are judged by an independent, hi-caliber jury of professionals from across Asia.

About Mphasis

[Mphasis](#) (BSE: 526299; NSE: MPHASIS) applies next-generation technology to help enterprises transform businesses globally. Customer centricity is foundational to Mphasis and is reflected in the Mphasis' [Front2Back™ Transformation](#) approach. Front2Back™ uses the exponential power of cloud and cognitive to provide hyper-personalized ([C=X2C²™=1](#)) digital experience to clients and their end customers. Mphasis' Service Transformation approach helps 'shrink the core' through the application of digital technologies across legacy environments within an enterprise, enabling businesses to stay ahead in a changing world. Mphasis' core reference architectures and tools, speed and innovation with domain expertise and specialization are key to building strong relationships with marquee clients. Click [here](#) to know more.

About CMO Asia

CMO Asia is a global community of partners and affiliates who are dedicated to a high-level knowledge exchange through leadership and networking among senior CMOs and decision makers across industry segments. The CMO Asia Awards are judged by an independent jury comprising of leaders in marketing, branding, advertising, public relations, brand strategy and corporate communications.

For further information, please contact:

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