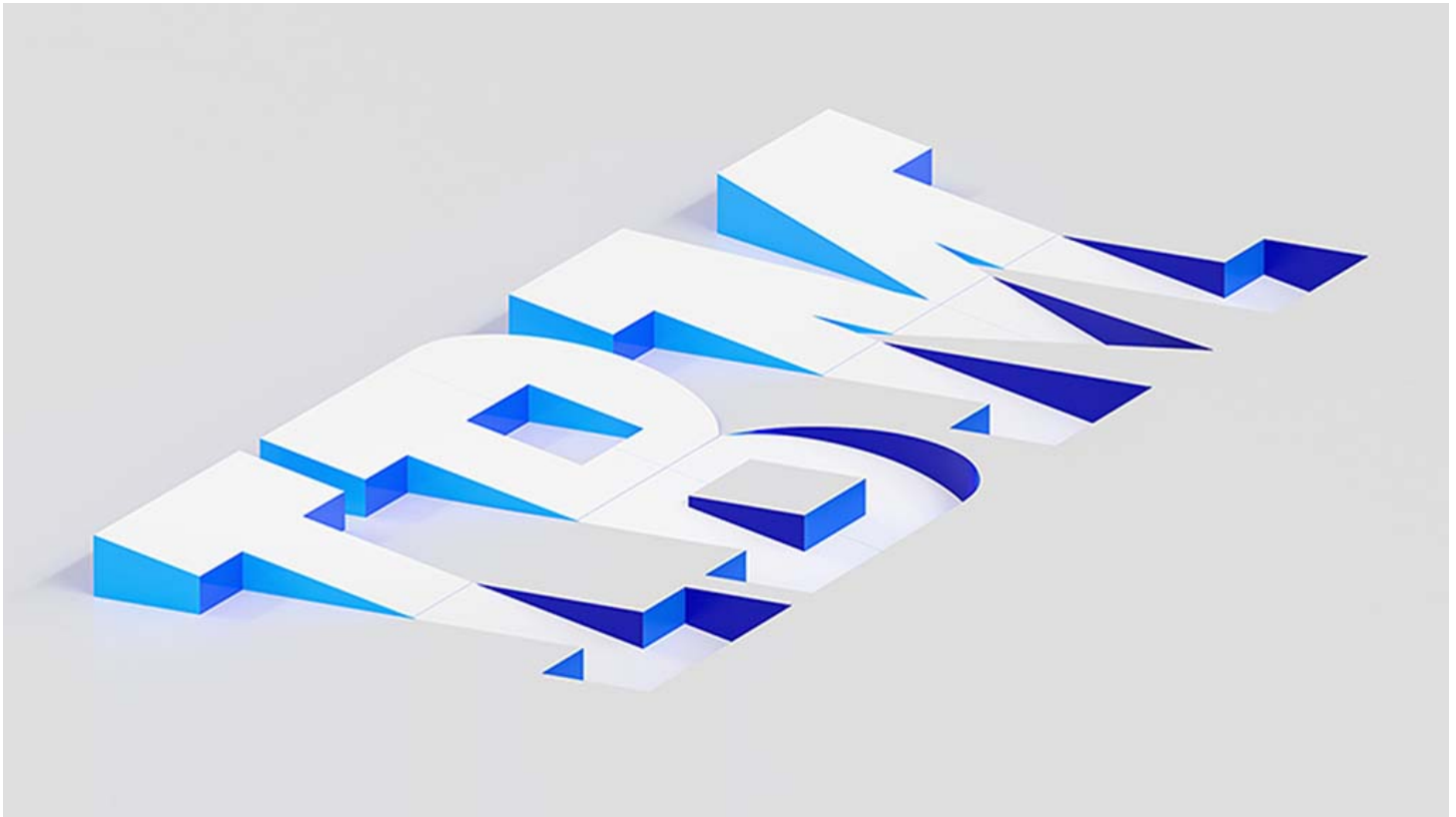


## Nicola Hodson named Chief Executive, IBM in the UK and Ireland



**London, 9 January 2023** - IBM today announced that Nicola Hodson has been named Chief Executive, IBM in the UK and Ireland. Dr Hodson succeeds Sreeram Visvanathan, who is leaving IBM following a 22-year career.

Dr Hodson joins from Microsoft and brings deep technology industry expertise, as well as extensive experience in business and digital transformation, sales and IT in leading global companies. She will be responsible for business operations, driving revenue growth, client satisfaction and employee engagement in the UK and Ireland.

“Nicola is an accomplished leader with an enviable wealth of senior-level experience in the IT industry and a deep understanding of challenges facing the C-suite. The UK and Ireland business is a critical growth and innovation engine for IBM and her strong track record in leading change will help drive sustained growth for our clients and our business,” comments Ana Paula Assis, Chair and General Manager, IBM Europe, Middle East and Africa.

Prior to her appointment, Dr Hodson was most recently Microsoft’s Vice President of Customer & Partner Solutions, Transformation, and a member of its global leadership team for commercial business. She joined Microsoft in 2008 to lead its UK Public Sector business, moving four years later to become the company’s UK Chief Operating Officer.

“IBM has incredible relevance in the market and I am excited to lead the UK and Ireland business and to work with such a talented team,” comments Dr Hodson. “This is a make-or-break time for all companies and organisations as they move at pace to transform, to adopt new technologies and business models and to deliver

on their sustainability ambitions. IBM technology and consulting capabilities in hybrid cloud and AI are helping clients to accelerate their critical transformation journeys.”

Dr Hodson is Deputy President of techUK, the trade association. She formerly worked in the IT and business services division of Siemens, at CSC (now DXC) and as a management consultant for EY. She was a non-executive director at energy regulator Ofgem and a board member at the UK Council for Child Internet Safety and at CEOP, the Child Exploitation and Online Protection group in the UK.

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