

Mphasis 'Veda Iyer amongst 'India's Top 100 Women in Finance 2019'



Bengaluru, Mar 19, 2019 (Issuewire.com) - [Mphasis](#) ([BSE: 526299](#); [NSE: MPHASIS](#)), an Information Technology (IT) solutions provider specializing in cloud and cognitive services, today announced that its Chief Marketing Officer and Head Sales APAC, Veda Iyer has been recognized amongst 'India's Top 100 Women in Finance' for 2019 by Association of International Wealth Management of India (AIWMI) in the Leading category. The announcement was made at AIWMI's 2nd annual "Women in Finance" Leadership Summit India held in Mumbai recently. The event was organized to celebrate women leaders leading the sector who are redefining the rules of engagement.

As Chief Marketing Officer & Head Sales, APAC at Mphasis, Veda Iyer played a pivotal role in fostering Mphasis' position as a market leader in [Front2Back™ Transformation](#). She was elected from a list of women leaders who were nominated based on elements including Guidance, Leadership, Progression, and Promise.

Commenting on this, Veda Iyer said, "It is an honor to be recognized with the title of Top 100 women in Finance, along with such accomplished women leaders from the industry. The award reiterates Mphasis' continued efforts as an Applied Tech company to maintain competitive advantage and remain relevant by providing Fin Tech solutions to BFSI clients. We hope such accolades inspire the future generation of business leaders to strive and achieve bigger milestones."

Talking about this unique initiative, **Aditya Gadge, CEO, AIWMI** said, "Knowledge of finance is one of the most empowering tools for women –both working and non-working. Through this initiative, we not only want to acknowledge some outstanding work being done by Women professionals in finance domain but also want to make them an inspiration for several others. We congratulate Veda for featuring

in our very first Power List- “India’s Top 100 Women in Finance- 2019”

India’s Top 100 “Women in Finance” is a campaign designed to identify the most successful and respected women professionals working in the areas of finance, financial services, financial education & financial journalism. List is an effort to promote multidimensional diversity and not just gender diversity. The list is divided into 4 categories to identify the stand-out professionals across multiple generations, cultures, functions and employment models. The winners were identified based on their accomplishments, contributions in the sector, leadership, and promise. The recognition is reviewed by a Jury comprising of senior professionals from across the globe.

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 TM=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 AIWMI - AIWMI is a globally recognized education and membership association for finance professionals.

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