

Veda Iyer, Mphasis bags the prestigious Global CMO Leadership Award at the Global CMO Summit and Awards 2020 Ceremony

One amongst 500 Global CMOs and Leaders from 25 countries awarded at the Award



Bengaluru, Dec 6, 2020 ([Issuewire.com](https://www.issuewire.com)) - [Mphasis](https://www.mphasis.com), (BSE: 526299; NSE: MPHASIS), an Information Technology (IT) solutions provider specialising in [cloud](#) and [cognitive services](#), announced today, that Veda Iyer, Global Chief Marketing Officer and Head Sales APAC was honored with the Global CMO of the Year 2020 award at the Global CMO Summit and Awards 2020. The summit and awards which were organized through a virtual platform witnessed the convergence of the best marketing minds including CMOs and senior marketing leaders of the global IT & ITES industry alongside professors of marketing from premium B-Schools and authors from India and other countries.

The Global CMO Leadership Awards by Enterprise IT World are pegged as the World's most prestigious Award for Marketeers, and recognize the contribution of CMOs and Marketing Leaders who played a key role in aligning marketing strategies with business goals, and succeeded in contributing to the growth of the organization through sustainable competitive advantage. The 500 Marketing Leaders who walked away with the awards will inspire the next generation of leaders through their vision, leadership, passion, commitment, and excellence in achievement. This is the first and only Global Award of this nature, where CMOs and Marketing leaders from 25 countries were recognized.

The jury comprising Industry Veterans, Academia and Thought Leaders went through a rigorous and

independent process combined with detailed analysis including the contenders' contribution to growth, financial performance of the organization, product, service and innovation among others. The research team evaluated around 2,500 Global CMOs through primary and secondary research, post which the jury process was initiated to arrive at the final list of 500 winners. The Awardees comprised CMOs, Marketing Directors, VPs and Marketing Heads from companies in IT, ITES, Telecom, Datacenter, Cloud and Managed Services.

Congratulating all the winners, **Sanjay Mohapatra, Managing Editor of Enterprise IT World**, said, "As remote work and WFH is the new order of the world, making information available and communicating seamlessly with target customers in the right manner is a great challenge for brands. It is the experience and skill of the marketeers, that helps their brands stand out distinctly and gain a competitive advantage in the VUCA world. The role of the CMOs and Marketing Leaders is very critical as we are facing uncertain times. We have therefore recognized and awarded CMOs and Marketing Leaders for their success in steering their organization towards growth in this COVID-19 Pandemic as well through the COVID-19 Super-Hero CMO Awards.

"I Congratulate! Veda Iyer, Global Chief Marketing Officer and Head Sales APAC, Mphasis, for having won the **Global CMO Leadership Award** and qualified the rigorous jury qualification process and criteria, she has been very skillful and innovative while dealing with various situations and successfully enhancing the brand Mphasis, through strategic marketing planning and execution," he added.

"I am honored to receive this recognition from veterans and experts in the field; it is indeed encouraging to see the contribution of marketing communication in the overall progress of a business highlighted through such platforms. As we move towards a business environment with an increasing number of variables to account for, it is vital that the marketing function integrate itself with core business operations in order to effectively communicate the organization's value proposition to its key stakeholders," **Veda Iyer, Global Chief Marketing Officer and Head Sales APAC, Mphasis.**

About Global CMO Leadership Award:

The **Global CMO Leadership Award** is World's most prestigious Award for Marketeers. This unique award recognizes the contribution of CMOs and Marketing Leaders who have played a key role in aligning marketing strategies with business goals and succeeded in contributing to the growth of the organization through sustainable competitive advantage.

About Enterprise IT World:

Enterprise IT World is a leading publication of Accent Info Media, a leading tech media house in South Asia and MEA. The objective of the company is to support the industry across world and empower by collating right and updated tech information and trends.

Enterprise IT World focusses on technologies that influences the growth of the enterprises and feature in the agenda of consideration by CXOs. Some of the technologies which feature Enterprise IT World editorial output include Virtualization, Cloud Computing, Data Centre, Enterprise Security, Surveillance, Enterprise Applications, Collaboration, Mobility, RPA, IOT, AI, Analytics, Blockchain, etc.

Besides print and events, the publication carries a strong website www.enterpriseitworld.com which gets refreshed every day with new news and analysis. The website is visited by millions of viewers across the globe. The daily newsletter – Enterprise IT World News service hits the mailbox of 30, 000 CXOs every day with updated news.

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.

For further information, please contact:

Mphasis Corporate Communications

Deepa Nagaraj

Phone: + 91 080 4004 1091;

Mobile: +91 98452 56283

Email: Deepa.Nagaraj@mpphasis.com;

Sumana Bhat

Mobile:+91 9902 980 980

Email: sumana.bhat@mpphasis.com

Media Contact

Mphasis Corporate Communications

Sumana.bhat@mphasis.com

+ 91 080 4004 1091

Mphasis Corporation 460 Park Avenue South Rm 1101 New York - 10016 USA

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