

Predixa Appoints Helen Pink as CEO of Benelux



Amsterdam, Noord-Holland Feb 13, 2023 ([IssueWire.com](https://www.issuewire.com)) - Predixa has announced the appointment of Helen Pink as CEO of the Benelux to bring focus and drive based on the demand for Predixa's business resilience and DE&I services.

With 32 years of experience in the corporate world, across 3 continents, Helen has extensive experience in understanding different cultures and dynamics across multiple and diverse organisations.

Pink said, "One key reason that I was instantly drawn to Predixa was the way the company is disrupting the consulting market using their innovative Artificial Intelligence (AI) diagnostic that enables business analysts to be delivered with an unprecedented level of depth in a timely and cost-efficient manner that would be impossible using conventional methods".

Pink added, "From a personal perspective I wanted to join a firm that had a forward-looking vision, embracing thought-leadership as an embedded part of the DNA and join a team with shared values that support each other. Predixa ticked all the boxes".

Zag Asghar, Managing Partner at Predixa said, "We are delighted to have Helen on board as part of our leadership team. She brings the enormous experience of the Benelux region, augmented by her previous roles in executive positions, and is already hitting the ground running.

We look forward to Helen introducing our value and solutions to the Benelux region, such as our business transformation services and our Diversity, Equity, and Inclusion (DEI) service which are designed to enable companies to become more efficient and effective by analysing their organisation deeply and widely, leading to both social and financial change. Our aim is to enable business leaders to make the right data-driven decisions with confidence by accurately pinpointing areas of improvement, rapidly, using our advisory services combined with our AI diagnostics".

About Predixa

Predixa is an award-winning Business Transformation Advisory company. With a team of highly experienced professionals, combined with powerful AI-driven business diagnostics, Predixa focuses on delivering Business Transformation to drive real results from services such as [Business Resilience](#), [Revenue Generation](#), [Mergers & Acquisitions](#), [Diversity, Equity & Inclusion](#), Workforce Management, and [Talent Acquisition & Retention](#). Predixa's unique approach combining professional services and technology means that our clients benefit from pinpointing issues much faster, with more accuracy and unprecedented value compared to traditional methods.

For more information on Predixa, visit: www.predixa.ai



Kirsten Westholter

kirsten.westholter@predixa.ai

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