

## HiFives Accelerates Global Ambitions with Strategic Advisor Appointment of Murlidhar S



**Bengaluru, Karnataka May 28, 2026 ([Issuewire.com](https://www.issuewire.com))** - Seasoned entrepreneur and TiE Bangalore board member joins HiFives to fuel next phase of global growth in the employee rewards and recognition space.

[HiFives](#), a leading AI-powered employee rewards, recognition, and engagement platform, recently

announced the onboarding of Murlidhar S as a Strategic Advisor. This move comes at a pivotal time as the company builds on strong growth momentum and sharpens its focus on becoming a global leader in the multi-billion-dollar R&R technology market over the next three years.

Over the past few years, HiFives has witnessed accelerated expansion, driven by increasing enterprise demand for digital-first, scalable recognition solutions and the trust of marquee clients across industries and geographies. The platform enables organizations to digitize and automate employee experience through real-time recognition, AI-driven insights, and seamless integrations into daily workflows.

Murli brings a rich blend of entrepreneurial, operational, and advisory experience. He is the founder of MeritTrac Services, India's largest skills assessment company, which the Manipal Education Group and Lodestar Career Guidance later acquired. A governing board member at TiE Bangalore and an alumnus of the Indian Institute of Management Lucknow and the National Institute of Technology Karnataka, he has been instrumental in mentoring and scaling multiple high-growth ventures.

Commenting on the development, Sagar Chaudhuri, Co-Founder and CEO of HiFives, said, "We are delighted to welcome Murli as a Strategic Advisor at a time when HiFives is scaling rapidly. His experience in building and scaling businesses, combined with his deep understanding of talent and enterprise ecosystems, will be invaluable as we strengthen our global footprint and accelerate innovation."

Murli added, "HiFives is addressing a critical gap in how organizations engage and motivate their workforce in a digital-first world. With the increasing importance of culture, engagement, and retention, platforms like HiFives are becoming mission-critical. I'm excited to support the team in their journey to build a globally impactful organization."

For HR leaders, the timing could not be more relevant. Industry trends indicate that over 70% of employee recognition programs struggle with ROI due to a lack of digitization and integration. At the same time, organizations that invest in structured recognition see up to 20% higher productivity and significantly lower voluntary attrition. As workplaces become more distributed and experience-driven, platforms that enable continuous, inclusive, and data-backed recognition are emerging as strategic enablers of business performance.

With Murli's guidance, HiFives aims to strengthen its product innovation further, expand its global presence, and help enterprises unlock measurable impact through modern, AI-powered recognition ecosystems.

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Source : HiFives

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