

Generation Digital Named One of Europe's Fastest-Growing Companies in the FT 1000

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LONDON, United Kingdom 17 March 2025 – Generation Digital, a leader in **AI-driven digital transformation and workflow automation**, has been named one of Europe's fastest-growing companies in the **Financial Times' FT 1000** list. This recognition reflects the company's rapid growth, ability to support global clients, and commitment to **helping organisations put AI to work in a way that delivers real value while balancing human impact**.

Operating at the intersection of **AI consultancy, workflow automation, and workplace transformation**, Generation Digital has built a strong reputation by enabling businesses to **adopt AI, scale collaboration, and optimise their operations with minimal risk**. The company has expanded significantly in **North America, particularly Canada**, helping enterprises implement AI solutions that enhance productivity without adding complexity.

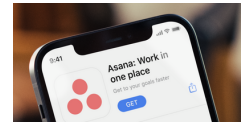
This growth has been fuelled by Generation Digital's deep partnerships with leading AI and collaboration platforms, including **Asana, Miro, and Glean**. The company has been recognised as **Asana Partner of the Year for three consecutive years (2023, 2024, 2025)** and received the prestigious **UBS-sponsored growth award**. In addition, Generation Digital works with award-winning clients such as **Beauty Pie**, reinforcing its position as a trusted partner in AI-powered business transformation.

In addition to its consultancy services, Generation Digital is rapidly scaling through **marketplaces like AWS Marketplace, Google Cloud Marketplace, and G-Cloud in the UK public sector**, making it easier for businesses to integrate AI-powered solutions. With the global AI market projected to reach **\$1.8 trillion by 2030**, the company is well-positioned to drive the next wave of digital transformation by partnering with AI software leaders to deliver real business impact.

*"Our mission is to put AI to work for our clients, transforming challenges into opportunities and driving sustainable growth," said **Graham Mackay, CEO of Generation Digital**. "We are committed to delivering AI solutions that don't just promise innovation but actually improve how businesses operate, ensuring they see tangible results."*

As it continues to grow, Generation Digital remains focused on **helping organisations navigate AI adoption in a practical, effective way, and built for long-term success**.

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