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

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LONDON, United Kingdom 17 March 2020 – 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.

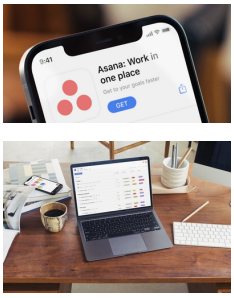
This growth has been fuelled by Generation Digital's deep partnerships with leading AI and collaboration platforms, including **Asana, Miro, and Glean**. The company has been recognised as **Asana Partner of the Year for three consecutive years (2023, 2024, 2025)** and received the prestigious **UBS-sponsored 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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