

## psKINETIC Appoints Sales & Marketing Director EMEA

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**psKINETIC**, which has over 10 years of experience helping customers leverage the Appian platform to ensure the successful delivery of digital transformation and intelligent process automation projects, has appointed **Vikki Hailey Sales & Marketing Director EMEA**. Vikki previously worked for over a decade at Appian, where her dedication to customer success as Vice President Strategic Markets UK&I led to Appian's rapid growth in the region.

"We have worked closely with Vikki during her time at Appian," said **Ingolv Urnes, Executive Chairman of psKINETIC**. "She is the ideal person to drive forward our sales and account management team and we are very excited about having her on board."

"psKINETIC has grown to become a European strategic Delivery Partner for Appian. The Company is obsessed about delivering value to its customers by enabling return on automation," says Vikki Hailey. She continued, "I'm looking forward to helping our customers drive digital automation: working closely with them to become more efficient by standardising operations, driving down costs and unlocking the key to customer success. Every business is a software company in its own right, and psKINETIC helps organisations to leverage the most powerful platform in the market today."

### About psKINETIC

The psKINETIC vision is to deliver *return on automation* – measurable value – to customers by leveraging Appian and RPA (robotic process automation) and our rapid & powerful delivery methodology. Long-term partnership with clients, continuous learning and helping our awesome people achieve great things are core to psKINETIC's vision. A large number of reputable companies are trusting psKINETIC to deliver, including AIG, BUPA, Goldman Sachs, Johnson & Johnson and Heineken.

For more information about the company, please visit [www.pskinetic.com](http://www.pskinetic.com)

Or phone Vikki Hailey on 0845 50 50 120.

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## Company Contact:

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### psKINETIC

T. 0845 5050120

E. [emma.walker@pskinetic.com](mailto:emma.walker@pskinetic.com)

W. <https://www.pskinetic.com/>

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