
Assima welcomes a new CTO, Suheb Farooqi

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[/vc_column_text]/[/vc_column]/[/vc_row][vc_row][vc_column][vc_column_text]Assima, the provider of the leading digital training and adoption platform, is pleased to announce today the appointment of their new Chief Technology Officer. Mr. Suheb Farooqi.

As a proven technology executive with 20 years of experience in enterprise software development, Mr. Farooqi brings a wealth of business operations expertise and deep technical knowledge to the Assima leadership team. He will be guiding the product and engineering teams to further advance the company's goal of being the preferred user training tool to expedite digital transformation.

Prior to joining Assima, Suheb oversaw IBM's business development for their ecosystem partners in the Financial Services industry, where he integrated technology and business strategies to achieve impressive growth in operating efficiency and overall revenue. He also spent over a decade in IBM lab services helping clients expand their DevOps capabilities in verticals including Health Care, Telecommunications, Retail & Utilities, and the Public Sector.

Mr. Farooqi's unique combination of seasoned know-how in both technology innovation and external vendor development is an invaluable asset in Assima's continuing drive to lead the enterprise training market.

"Excited to join Assima. Going to be working on scaling Assima solutions to SaaS offerings by leveraging containerized microservices-based architectures," Suheb said of his new role, "Looking forward to establishing the Assima platform as the leader in the area of Digital Adoption and Employee Empowerment as companies accelerate their digital transformation journeys."

"We are delighted to welcome Suheb as our new CTO," said Riz Khaliq, CEO of Assima, "He's an outstanding leader with the vision, knowledge, and track record to meet the challenges of ever-evolving technology and client needs in our dynamic industry. We can't wait to have his skill sets contribute to the overall success of Assima."

Mr. Farooqi holds a Master's Degree in Science from the University of Massachusetts at Amherst. [vc_column_text]/[/vc_column]/[/vc_row][vc_row css=".vc_custom_1621364751685{margin-top: 25px !important;}"][vc_column][vc_column_text]**About Assima**

Assima offers the industry's most complete solution to drive user adoption at scale, combining training and performance support into one. Assima enables clients to train users more effectively using hyper-realistic simulations powered by its patented technology and ensures peak end-user efficiency via a digital assistant.

Assima is trusted by 15 of the top 20 banks, 4 out of 10 Fortune 500 companies and some of the

largest hospital networks in the world to boost employee productivity and maximize applications ROI.