



## HCL Technologies appoints Matt Preschern as the Chief Marketing Officer

**Noida, India, September 24, 2014:** HCL Technologies, a leading global IT services provider, today announced the appointment of Matt Preschern as Executive Vice President & Chief Marketing Officer. Matt will lead all marketing functions including global business and strategic marketing, sales enablement and corporate communications to drive demand, growth & value.

“Matt brings a global view and proven track record of implementing strategies that have accelerated growth for some of the world’s most successful technology companies.” **said Anant Gupta, CEO, HCL Technologies.** “His experience in building marketing muscle for next generation technology solutions and services makes him a perfect choice for playing a key role in enabling HCL’s Growth Blueprint based on new generation propositions.”

“HCL has built an enviable position globally driven by its unique philosophy of Relationship Beyond the Contract, unmatched global delivery network and robust client relationships.” said **Matt Preschern.** “I look forward to drive the HCL brand to even greater heights and contribute to its fast growth and market leadership.”

Matt brings over two decades of leadership experience in marketing and strategic business development. Prior to joining HCL, he was Senior Vice President and Enterprise Chief Marketing Officer at Windstream where he led overall Brand Management, Demand Generation and Digital Content marketing. He was also responsible for product and solution marketing, pricing, channel and field marketing, PR and industry analyst relations.

Earlier, Matt has held several leadership positions at IBM including Vice President of Marketing for the North America Business Consulting Services organization where he repositioned the organization for growth by aligning marketing and sales to key growth plays such as the CMO agenda, analytics and smarter commerce. Matt also played a key role in IBM’s Global ‘Smarter Planet’ campaign and earlier in his career developed the ‘On Demand Business Adoption’ model.

A global citizen, Matt was born and educated in Austria and spent part of his childhood in Taipei, before moving to the US in 1991. Matt is an MBA from Emory University’s Goizueta Business School. Matt’s complete profile and key career achievements can be viewed [here](#).



## About HCL Technologies

HCL Technologies is a leading global IT services company working with clients in the areas that impact and redefine the core of their businesses. Since its emergence on global landscape after its IPO in 1999, HCL has focused on 'transformational outsourcing', underlined by innovation and value creation, offering an integrated portfolio of services including software-led IT solutions, remote infrastructure management, engineering and R&D services and Business services. HCL leverages its extensive global offshore infrastructure and network of offices in 31 countries to provide holistic, multi-service delivery in key industry verticals including Financial Services, Manufacturing, Consumer Services, Public Services and Healthcare & Life sciences. HCL takes pride in its philosophy of 'Employees First, Customers Second' which empowers its 91,691 transformers to create real value for the customers. HCL Technologies, along with its subsidiaries, had consolidated revenues of US\$ 5.4 billion, as on 30th June 2014 (on LTM basis). For more information, please visit [www.hcltech.com](http://www.hcltech.com)

## HCL Forward-looking Statements

Certain statements in this release are forward-looking statements, which involve a number of risks, uncertainties, assumptions and other factors that could cause actual results to differ materially from those in such forward-looking statements. All statements, other than statements of historical fact are statements that could be deemed forward looking statements, including but not limited to the statements containing the words 'planned', 'expects', 'believes', 'strategy', 'opportunity', 'anticipates', 'hopes' or other similar words. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding impact of pending regulatory proceedings, fluctuations in earnings, our ability to manage growth, intense competition in IT services, Business Process Outsourcing and consulting services including those factors which may affect our cost advantage, wage increases in India, customer acceptances of our services, products and fee structures, our ability to attract and retain highly skilled professionals, our ability to integrate acquired assets in a cost effective and timely manner, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, the success of our brand development efforts, liability for damages on our service contracts, the success of the companies /entities in which we have made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property, other risks, uncertainties and general economic conditions affecting our industry. There can be no assurance that the forward looking statements made herein will prove to be accurate, and issuance of such forward looking statements should not be regarded as a representation by the Company, or any other person, that the objective and plans of the Company will be achieved. All forward looking statements made herein are based on information presently available to the management of the Company and the Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the Company.

## Contact Details

Ajay Davessar  
Global Communications  
[Ajay.davessar@hcl.com](mailto:Ajay.davessar@hcl.com)  
+91 120 4069000

