

Intellect Strengthens Global Leadership Team with the Appointment of Rakesh Srivastava as President and Chief Revenue Officer for the Americas

Appointment reinforces Intellect's commitment to driving high-impact growth and transformation for financial institutions worldwide through its eMACH.ai and Purple Fabric

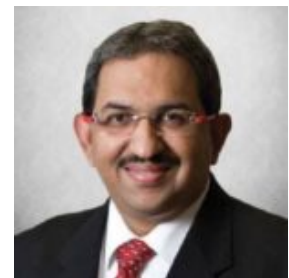
Chennai (India) / New York (US), November 5, 2025: [Intellect Design Arena Ltd](#), a global enterprise-grade financial technology leader across 61 countries, today announced the appointment of **Rakesh Srivastava as President and Chief Revenue Officer for the USA, Mexico, and South America**. Based in New York, Rakesh will be responsible for accelerating Intellect's growth strategy, driving client success, and strengthening the company's leadership position across the Americas.

A globally accomplished business leader with over two decades of experience in Financial Services, FinTech, Banking, Payments, Capital Markets, and Insurance, Rakesh has successfully built and scaled high-performing international revenue organisations across the Americas, EMEA, and APJ regions.

Prior to joining Intellect, Rakesh held senior leadership roles at Amazon Web Services (AWS), where he oversaw a \$1.6B+ revenue portfolio across North and South America, driving strong revenue growth across cloud, and digital transformation initiatives spanning enterprise applications, data and AI in the FSI Industry. He also led the go-to-market strategy for AWS's Financial Services & Insurance business across the Americas. He also served as Senior Vice President and Head of Sales for North and South America at Tech Mahindra, leading Banking, Payments, Capital Markets, Banking Products Group, and Public Sector portfolios, and held key executive roles at Dell Technologies and Mphasis (an HP company), where he consistently drove large-scale transformation, strategic partnerships, and revenue expansion.

Rakesh holds an MBA in Finance and Marketing and a Bachelor of Engineering Technology from the University of Rajasthan. He completed the Leadership Executive Program at The Wharton School and graduated from the ABA Stonier Graduate School of Banking at the University of Pennsylvania.

Speaking about his appointment, **Manish Maakan, CEO, Intellect Wholesale Banking**, said, *"Rakesh's appointment marks a significant step forward in strengthening Intellect's presence across the Americas through eMACH.ai and Purple Fabric platforms. His deep industry expertise and proven leadership in scaling global businesses will be invaluable as we expand our client partnerships and accelerate growth across the region. With this appointment, we further strengthen our global leadership team and reinforce our commitment to driving high-impact growth and transformation for financial institutions worldwide."*





*“I am excited to join Intellect at a defining moment for the financial technology industry,” said **Rakesh Srivastava**. He added, “As we strengthen our presence across the Americas, my focus will be on building trusted, outcome-driven partnerships with clients and helping them navigate change with clarity and confidence. The opportunity ahead is to translate Intellect’s technology leadership into measurable business impact, delivering transformation that drives efficiency, growth, and long-term value for financial institutions. With its proven foundation in eMACH.ai and Purple Fabric, Intellect is redefining the future of financial technology. I’m looking forward to partnering with clients across the region to help them unlock new avenues of growth and position themselves for leadership in the next era of digital banking.”*

About Intellect Design Arena Limited

Intellect Design Arena Ltd is a global leader in enterprise-grade financial technology, delivering composable and intelligent solutions to forward-looking financial institutions across 61 countries. With three decades of domain expertise, our product suite spans Wholesale Banking, Consumer Banking, Central Banking, Wealth, Capital Markets, Treasury, Insurance and Digital Technology for Commerce. Applying First Principles Thinking and Design Thinking, we have elementalised the financial services landscape into a finite set of Events, Microservices, and APIs, enabling faster, modular transformation with measurable outcomes.

At the heart of this are eMACH.ai, the world’s most comprehensive, composable and intelligent open finance platform; Purple Fabric, the world’s first Open Business Impact AI platform; and iTurmeric, our composable platform for seamless integration and configuration. We are a pioneer in applying Design Thinking and our 8012 FinTech Design Center, the world’s first Design Center dedicated to Design Thinking Principles, underscores our commitment to continuous and impactful innovation, addressing the ever-growing need for digital transformation. We proudly serve over 500+ customers worldwide, supported by a diverse workforce of solution architects, and domain and technology experts in major global financial hubs. For more information, visit www.intellectdesign.com

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