

Assima announces Riz Khaliq as new CEO

Global user adoption leader Assima appoints IBM veteran as new Chief Executive Officer

ATLANTA, GEORGIA, UNITED STATES, August 11, 2020 /EINPresswire.com/ -- Assima announced today that Riz Khaliq has been appointed as the company's new Chief Executive Officer.

Mr. Khaliq brings a wealth of expertise shaped by 20 years of senior management experience at IBM. Most recently, he was IBM's Vice-President Global Public Sector where he developed growth strategies and roadmaps for partnerships and solutions across global regions.

Before this role, he was IBM's Global Director of Marketing and Global Business Unit Executive. Riz started his career as a US Foreign Service Officer serving in a variety of assignments in Kenya, South Africa and Denmark.



Riz Khaliq, CEO of Assima



The most complete solution to drive user adoption at scale

Reflecting on his appointment, Khaliq said: "I am extremely excited to be joining the Assima team. I believe Assima's unique technology and world-class expertise positions the company perfectly to help clients struggling with employee engagement and user adoption during this transition to a new way of work and life. The opportunity to partner with clients to address their most pressing challenges by delivering solutions with outcomes is something I have done throughout my career, and joining Assima is a continuation of that."

"During this time of unprecedented change, there is no better person to lead Assima than Riz Khaliq," said Alex Desmarais, Chief Operating Officer of Assima. "He's been working with us for

years while at IBM and witnessed first-hand the power of our technology. Having someone with his track record choose our company as his next professional challenge is a great vote of confidence on how unique and well-positioned we are. Riz is a proven leader that has successfully built scalable solutions and partner ecosystems. He has the worldwide network to open many important doors for us. Under his leadership, Assima will be at the forefront of tackling the user adoption needs of the world's largest and most demanding organizations as they enter a new normal in workplace learning."

Riz holds a Master's Degree in International Business from George Mason University and a degree in International Trade from a European Perspective from Oxford University.

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 ensure 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. For more information, visit www.assima.net.

Anne Vincent

Assima

+1 514-665-6793

[email us here](#)

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/523696251>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2020 IPD Group, Inc. All Right Reserved.