

Confirm appoints Adam Thompson as Chief Executive Officer to lead next growth chapter

Benoit de la Tour transitions to a Non-Executive Board role following a two-year transformation of the company's strategy, portfolio, positioning and brand.



Confirm logo

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/EINPresswire.com/ -- Confirm today announced that Chief Product Officer Adam Thompson has been appointed Chief Executive Officer. Adam Thompson succeeds Benoit de la Tour, who transitions to a Non-Executive Board role following two years leading a significant transformation of the company's strategy, portfolio, positioning, and brand.

“

We have a strong foundation to build on, and I look forward to working with our customers, employees and partners to accelerate Confirm's growth and deliver market-leading solutions.”

Adam Thompson, new CEO of Confirm

Under Benoit's leadership, Confirm has undergone a fundamental transformation, including the integration of four acquisitions, the repositioning of the company around Workforce Enablement, the evolution of its portfolio and ICP, and the launch of the Confirm brand. The company is now positioned as a leader in Workforce Enablement for frontline workers and scale-ups.

Over the past 12 months, Adam has played a leading role in shaping the company's product strategy and broader strategic direction. His appointment brings continuity to the strategy while drawing on his previous experience as a

company founder and CEO.

"Over the last two years, we have undertaken a deep transformation of the business – repositioning our strategy, portfolio, target market and brand to establish Confirm as a leader in Workforce Enablement," said Benoit de la Tour.

"I am proud of what the team has accomplished and of the strong foundation we have built for the future. With the company now entering its next phase of growth, this is the right moment for a leadership transition.

"Adam has demonstrated exceptional leadership and strategic clarity over the past year, and I am confident he is the right person to lead Confirm into its next chapter. I look forward to supporting Adam and the team from the Board."

"I am thrilled to step into the CEO role at such an exciting juncture for Confirm," said Adam Thompson, incoming CEO.

"Having led our product strategy over the past 12 months, and drawing on my previous experience as a founder and CEO in HR tech, I see an enormous opportunity ahead. There are 2.7 billion frontline workers who remain underserved by HR technology, and our ambition is to give every one of them greater opportunity to learn, develop and grow.

"We have a strong foundation to build on, and I look forward to working with our customers, employees and partners to accelerate Confirm's growth and deliver market-leading solutions for frontline teams and scale-ups."

About Confirm

Confirm defines the future of workforce enablement – connecting the dots between learning, engagement, performance, and compliance to help organizations unlock workforce potential.

Built on 20 years of global experience, our Workforce Enablement System gives leaders the clarity to understand capability, close gaps, and turn workforce insight into action.

Trusted by leading global brands including IHG, Bosch, Siemens, Nissan, Canva, and Reddit, Confirm helps build the workforce capability needed to perform today and adapt for tomorrow.

Founded in 2006 and headquartered in Derry, Northern Ireland, Confirm has offices across the UK and North America and employs 425+ people worldwide.

For more information, visit confirm.com.

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