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## **Carmen Castellví appointed Managing Director of Capgemini Invent in Spain**

**Madrid, April 3, 2023 – [Capgemini](#) today announced the appointment of Carmen Castellví as Managing Director of Capgemini Invent in Spain, effective April 1, 2023.**

[Capgemini Invent](#) is the strategy, innovation, design, and transformation powerhouse of the Capgemini Group. By combining its diverse expertise with an inventive mindset, Capgemini Invent partners with clients to ideate and transform, enabling them to identify and respond to “what’s next” for their business and implement it at scale with the end-to-end support of the broader Capgemini Group.

Commenting on the new appointment, Roshan Gya, CEO, Capgemini Invent and member of the Group Executive Committee said, *“Carmen has been instrumental in driving the growth of Capgemini Invent’s Financial Services business and strengthening our position in Spain. Her passion for collaboration and developing talent are key attributes which will support our continued growth journey, increase our footprint in the region, and expand our team. I am proud to welcome Carmen Castellví as Managing Director of Capgemini Invent in Spain and I look forward to working with her as we enable new sustainable futures for our Spanish clients.”*

*“I am excited to take on this new role as we continue developing a customer-centric approach to partnering with our clients in the region to accelerate their business and digital transformation journeys. As part of the Capgemini Group, a trusted business and technology transformation partner for organizations around the world, we enable visionary leaders to reimagine value propositions and business models that disrupt markets. I look forward to leading Capgemini Invent in Spain to make a lasting impact for our clients and help to build a sustainable and inclusive future for all,”* said Carmen Castellví, new Managing Director of Capgemini Invent in Spain.

Capgemini Invent in Spain launched in 2018 and now, including its creative consultancy [frog](#), comprises of 500 strategists, data scientists, product and experience designers, brand, and technology experts. Bringing strong cross-sector experience, in particular across financial services, manufacturing, aerospace & defense, automotive, telco, consumer products and public services, the team helps clients solve the most complex business and technology transformation challenges to build business models for sustainable growth.



**Biography: Carmen Castellví**  
**Managing Director of Capgemini Invent in Spain**



From April 2020 to March 2023, Carmen Castellví was Head of Financial Services at Capgemini Invent in Spain, where she successfully led and grew the Banking and Insurance business, strengthening partnerships with strategic accounts.

Over the last 10 years, Carmen has focused on the financial sector, generating constant growth, attracting key talent, and positioning the Capgemini Invent brand as a leader in the Spanish market.

Carmen joined Capgemini in 2001, and through leading projects at both a national and international level for clients across a variety of industries, she has demonstrated extensive experience and expertise in strategy, business and digital transformation.

Carmen Castellví studied Business Administration and Management at the University of Barcelona.

**Note to editors:**

High resolution photography of Carmen Castellví is available on request.

**About Capgemini Invent**

As the digital innovation, design and transformation brand of the Capgemini Group, Capgemini Invent enables CxOs to envision and shape the future of their businesses. Located in nearly 40 studios and more than 60 offices around the world, it comprises a 10,000+ strong team of strategists, data scientists, product and experience designers, brand experts and technologists who develop new digital services, products, experiences and business models for sustainable growth.

Capgemini Invent is an integral part of Capgemini, a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided every day by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 360,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering, and platforms. The Group reported in 2022 global revenues of €22 billion.

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