



MEDIA RELEASE

DoxAI appoints Head of Customer Experience to reinforce digital solutions globally

DoxAI appoints Laura Gaskell as the new Head of Customer Experience.

DoxAI, a venture of Lakeba group, appoints Laura Gaskell, who has been building and supporting the entire APAC client base from SMB to enterprise for a significant time.

Commenting on the appointment DoxAI CEO and Managing Director, Adrian Vallino, said,

"I'm ecstatic that Laura has joined our business to lead our Customer Experience team as DoxAI continues its growth strategy. Laura already has a wealth of experience with our customers and products from her previous role as Client Success Manager, so pairing Laura's distinctive expertise alongside our global digital capabilities allows us to think holistically about the customer journey overall."

Laura Gaskell said,

"I have been very fortunate to be invited back to Lakeba to work with the DoxAI team as Head of Customer Experience, not only will I have the opportunity to support our largest client portfolio across our Digital Marketplace, but our clients will now have access to DoxAI's workflow automation solutions to help streamline their digital transformation projects. It's a winning combination and I'm very excited to help shape the DoxAI customer experience!"

About Lakeba

Lakeba is a global venture catalyst firm that conceives, creates and commercialises digital technologies into successful businesses across various sectors. Since launching in Australia in 2013, Lakeba's portfolio of businesses has scaled across the globe. The company is a Microsoft Gold partner and was recognised by *The Financial Times* as an Asia Pacific High Growth Company in 2020 and 2021.

About DoxAI

DoxAI, is the go-to company supporting all businesses that have a need to replace repetitive, disconnected processes and systems. By rapidly deploying AI (Artificial Intelligence) solutions, the customer's competitive advantage is accelerated in an ever-changing compliance-controlled environment. DoxAI's focus is on empowering businesses on a global scale by providing a growing one-stop digital platform of independent services.

