

# MEDIA RELEASE

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## **DOXAI APPOINTS NEW EXECUTIVE VICE PRESIDENT NORTH AMERICA TO CONTINUE ITS US EXPANSION**

**DoxAI has appointed [Lisbeth Hadingham](#) to be its new Executive Vice President North America. Based in New York, Lis commenced her role on November 7, 2022.**

Commenting on the appointment DoxAI's CEO and Managing Director, Adrian Vallino, said 'Lisbeth's appointment as our EVP is a further demonstration of our commitment and growth strategy as we continue to add US "boots on the ground". It's an important phase, and we're extremely excited to have someone of Lis's calibre and exceptional US experience across investment banking and software start-ups that will accelerate our plans as we expand our market share, delivering extraordinary digital solutions to our clients and their customers'.

Lisbeth Hadingham said, 'at a time when inflation is rising, skills are harder to access, legacy systems and processes are outdated and cyber-crime is prominent, DoxAI marketplace solutions will disrupt the current convoluted 'as-is' landscape! Leveraging DoxAI's innovative solutions, any business whether enterprise or small business now have access to secure global solutions that can fast-track their digital transformation journey that stand out within a continuously changing compliance and competitive environment. I'm very excited to be part of the DoxAI journey'.

### **About DoxAI**

DoxAI digitalizes businesses by providing a digital services marketplace accessible by any business size and industry vertical. The range of integrated, digital solutions includes Document Exchange, Asset Verification, AI Document Categorization & QA Validation, Digital eSignature & eWitnessing, Smart Redaction, AML/KYC/KYB Verification & PeP Monitoring, and Income & Employment Verification

### **About Lakeba**

Lakeba builds businesses that are optimised for high returns from low investment, at low risk when compared with the start-up sector. It utilises proprietary artificial intelligence (AI), decades of business and technology experience, and scalable shared services, to support each phase of business building. So far it has 'conceived, created and commercialised' 15 ventures, of which three have already been spun-out.

The unique Lakeba AI 'neural network' 'conceives' opportunities by continually interrogating the internet to establish patterns which suggest a business 'need' that could be solved digitally. Its entrepreneurs then double check this analysis, and determine the viability of the business idea and its commercial potential.

To 'create' a venture, Lakeba works with partners, industry, and the wider innovations ecosystem to create digital technologies that eliminate the frictions identified by the neural network. A team of technologists, designers, and entrepreneurs build out the value proposition and establish the business. Lakeba invests its time, capabilities, capital and resources to craft ideas into reality.

'Commercialise' is the final stage of the Lakeba process. Once the digital proof of concept delivers on its promise, it is enhanced with radical intelligence. Working with partners, investors and the customers, Lakeba's team refines and optimises the operations and distribution to rapidly commercialise the venture. This ensures the business continuously delivers value to customers as it scales, and diversifies across industries and the globe.

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