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### **Touchtech hires Rati Sivarajah to support global expansion**

Touchtech, the leading platform company providing wholesale and retail with integrated digital sales tools, is in a rapid expansion. To facilitate this expansion, Rati Sivarajah, with more than 15 years of experience, will provide the global sales team with relevant insights on wholesale, retail, and IT. This will support Touchtech's global expansion, offering state-of-the-art sales tools and automation in growing markets where the digital transformation has just begun.



Rati Sivarajah has more than 15 years of experience in fashion, wholesale, retail, and IT, beginning with Bestseller. With a background in IT, he worked his way up from the warehouse, implementing new IT systems, facilitating training, and finding solutions across Europe. For 8 years, he then worked with internal IT systems, becoming a superuser, developing and project managing IT solutions, and implementing B2B platforms throughout the organization on a global scale.

*Working in the warehouse was a great place to begin. I am a practical person, to lift boxes and understand the challenges firsthand, then experience what implementing digital tools meant was a great way to work. Throughout my years working with IT systems, I have met a lot of people, implemented many platforms globally and gained a great understanding of the needs and possibilities, an understanding that I now will bring to Touchtech.*

Before Touchtech reached out to him, Rati Sivarajah also worked within digital signage and touch screen hardware and served as a consultant for a brief period. The feeling of familiarity was strong however and he decided to accept the position at Touchtech.

*I first came across Touchtech in Las Vegas where I was introduced to one of their solutions. I thought it was fantastic, learned about it and took it with me to my former employer and implemented in our organization. We became a team back then, me and Touchtech, working with initiatives and projects. To me, Touchtech is familiar. I know them, worked with them before, know the team, so I thought why not work at Touchtech. I want to work with software and now I am going back to something I know well and like, taking a cool techy platform and getting it out to the fashion industry so that they understand what it is and the benefits it brings. And even though I will operate out of Denmark it really feels like a family – it is a company with good values, and I can take my experience to the team to help expand globally, something I look forward to, says Rati Sivarajah.*

The experience of enrolling digital transformation and sales tools in a very progressive environment has been one of the main reasons that Touchtech choose to recruit Rati Sivarajah.

*Rati Sivarajah has been working with this industry for more than 15 years and has an exceptional understanding for the sequences and phases on how sales tools for fashion and apparel are being adopted by brands and retailers. We now have a colleague with professional experience from a customer perspective and understanding of all different channels; wholesale, retail, DTC eCOM as well as the complexity of omnichannel implementation in a variety of markets. This knowledge is essential since the greater part of the market faces this digital transformation in the next coming years, says David Gagner, CCO Touchtech.*

Rati Sivarajah will support the global sales team at Touchtech and help bridge the dialogue between the markets, organizations, and IT departments to further strengthen the ability to provide state-of-the-art sales tools for digital transformation and automation.

*Touchtech is a product-focused company with tools that impress and fascinate our customers. We share similarities with innovative tech start-ups while being well-established and financially secure, providing a long-term sustainability and*



*methodical growth. Working at Touchtech you are always curious on how we can provide tools and assistance to help our customers and we build our daily business on empathy, sales methods, and clear communication. As we are expanding, we will look at increasing our team, and with that said, we are extremely happy to welcome Rati Sivarajah to Touchtech and looking forward to having fun times working together while bridging the digital and physical, says Deniz Chaban, CEO of Touchtech.*

**For further information, please contact:**

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**About Touchtech**

Touchtech is a Swedish publicly traded SaaS-company with a vision to be the leading OmniChannel platform connecting brands, retailers, and consumers within the fashion and apparel industry to drive more sustainable sales and improve the buying experience.

Touchtech is a strategic and integrated technology platform of digital sales tools for wholesale and retail. The platform is already being utilized globally, by thousands of consumers and salespeople in over hundreds of retail stores and wholesale showrooms. Jack & Jones, Axel Arigato, J.Lindeberg and Vero Moda are some of the brands using Touchtech to bridge the gap between their physical and digital commerce.

Touchtech, founded 2008 by Deniz Chaban and Sebastian Hartman, has a strong corporate foundation with owners like Heartland – majority owner of e-commerce companies Zalando and Asos and the clothing company BESTSELLER. Learn more about Touchtech on [www.touchtech.com](http://www.touchtech.com)