

## **Sopra Steria appoints Deputy Regional Director, Public Sector**

***John Bailey aims to deliver digital growth across for the public sector in Scotland and Northern Ireland***

**Edinburgh, 31 August 2017** – Sopra Steria, a European leader in digital transformation, today announces the promotion of John Bailey to the position of Deputy Regional Director, Public Sector - a move which reflects the company's commitment to digital transformation and growth in the public sector across Scotland and Northern Ireland.

John Bailey's task will be to manage, deliver and support business development across the public sector, including the rural payments agencies in Scotland and Northern Ireland, NHS Scotland and Student Loans. A key focus will be to deliver digital transformation projects to enable better service delivery for public sector clients and their customers.

He brings to the new role over 30 years' of ICT management experience, spanning industries including the public sector, telecommunications and financial services. He joined Sopra Steria in 2002 and has led digital transformation initiatives such as electronic claim submission for NHS practitioners and e-applications for rural grants.

As Deputy Regional Director, Public Sector, John will work with a team of over 200 employees and be based in Sopra Steria's Edinburgh office. He will be keen to continue to employ and develop graduates, building on the 24 employed during 2016 in Sopra Steria's regional teams.

**Alison McLaughlin, Regional Director, Public Sector at Sopra Steria, commented:** *"We are delighted to announce John Bailey as our new Deputy Regional Director for the Public Sector. In his time with Sopra Steria, John has been responsible for delivering exceptional services to our government clients and strategic support to our Regional Government team. We look forward to working closely with John to develop our presence in both Scotland and Northern Ireland, with digital transformation spearheading service delivery."*

**John Bailey, Deputy Regional Director, Public Sector at Sopra Steria, commented:** *"I am looking forward to helping our clients deliver digital transformation projects to improve public services for Scotland and Northern Ireland residents. I also see opportunities for us to help the public sector to use the data they have to make more informed decisions and understand how best to deploy their resources. I am proud of our record in recruiting graduates and will continue this work. This will not only develop IT professionals of the future, but will also boost regional economies via job creation opportunities."*

### **About Sopra Steria**

Sopra Steria, a European leader in digital transformation, provides one of the most comprehensive portfolios of end-to-end service offerings on the market: consulting, systems integration, software development, infrastructure management and business process services. Sopra Steria is trusted by leading private and public-sector organisations to deliver successful transformation programmes that address their most complex and critical business challenges. Combining high quality and performance services, added value and innovation, Sopra Steria enables its clients to make the best use of digital technology. With 40,000 employees in more than 20 countries, Sopra Steria had revenue of €3.7 billion in 2016.



For more information, visit us at [www.soprasteria.co.uk](http://www.soprasteria.co.uk)

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