



iGrafX Appoints Veena Vadgama as Senior Vice President of Marketing to Accelerate Growth in Business Process Management



Tualatin- Portland, Oregon - September 8, 2021 – iGrafX, a worldwide leader in digital business transformation and process management, announced that Veena Vadgama has joined the company as Senior Vice President of Marketing. Ms. Vadgama will lead the company’s global marketing strategy and program execution as iGrafX empowers companies to transform their business with the right process management solutions. iGrafX solutions are part of the \$6.8 trillion digital transformation market growing annually at 15.5 percent.¹

“Veena is a proven marketing leader with extensive experience in building world-class marketing teams that exceed targets,” said iGrafX CEO, Andrew McFarland. “Our customers are some of the largest companies in the world and they depend on iGrafX to uncover and optimize their business processes and achieve operational excellence. Veena’s go-to-market expertise will help us accelerate market penetration and satisfy the market’s growing demand for iGrafX’s solutions. I am thrilled to have her on the team.”

In June of 2021, iGrafX received significant backing from private equity firm, [Banneker Partners](#). Together, with Banneker’s proficiency for growth, iGrafX is pursuing a strategy of delivering exceptional customer value and innovation with investments across the company including strategic acquisitions.

Ms. Vadgama brings over 20 years of business-to-business marketing experience across multiple technologies and markets. At a leading network test and measurement vendor, Ms. Vadgama demonstrated how marketing could contribute to top-line revenue growth through qualified lead creation and competitive partner marketing programs. Most recently, Ms. Vadgama directed marketing and sales enablement at a global CPaaS provider. Here, she launched the industry’s first CPaaS Sales Certification course to help global telecom partners successfully learn and market CPaaS technology to the enterprise.

“Effective business processes afford operational excellence,” said Vadgama. “The right process creates competitive advantage, improves profitability, and builds a healthier organization. I am delighted to join the talented, hardworking management team at iGrafX at such a pivotal time in its evolution. The company is an established brand and thought leader in business process management. Right now, the BPM market is changing rapidly as more companies embrace digital transformation and understand they must get better, faster. With Banneker’s support, iGrafX will deliver what the market requires today and innovate for what’s required tomorrow.”

Ms. Vadgama’s appointment as SVP of Marketing will help advance the iGrafX goal of bringing business process excellence to more organizations globally. More information about the company and its leadership team can be found at www.igrafx.com.

¹ IDC reveals 2021 Worldwide Digital Transformation Predictions. Press Release. October 29, 2020. [Link](#).



About iGrafx

iGrafx, a leader in Business Process Management, enables the world's largest enterprises to turn process into a competitive advantage. The iGrafx Platform captures and connects critical business operations for detailed analysis, modeling, and optimization. In today's competitive market, business leaders must align business objectives and IT systems, comply with industry regulations, automate business process, and identify and implement process efficiencies by undertaking initiatives such as RPA, Six Sigma and Lean. With iGrafx, businesses connect the dots across these efforts to deliver results, improvements, and increase return on investment. Learn more by visiting www.igrafx.com.

About Banneker Partners

Banneker Partners invests in growing enterprise software businesses to drive sustainable long-term value. Banneker takes a partnership approach to support founders and management teams to achieve their goals by implementing proven best practices and making additional investments across functional areas, including sales, marketing, product management, product development, professional services, and customer success, and we complement these growth initiatives with strategic acquisitions that are focused on enhancing customer value. For more information, please visit www.bannekerpartners.com.

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