



FOR IMMEDIATE RELEASE

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## Element22 Welcomes Peter Serenita as Advisory Partner

New York, March 28, 2023 - Element22, a premier provider of solutions and consulting services focused on advancing data, data management, and analytics, is delighted to announce that Peter Serenita has joined the team as an Advisory Partner. Peter possesses a wealth of expertise as one of the inaugural Global Chief Data Officers (CDOs) within financial services, and he currently serves as the Chairman of the EDM Council's Board of Directors.

Predrag Dizdarevic, a founding partner at Element22, stated, "We have enjoyed a robust partnership with Peter throughout his time at HSBC and Scotia Bank. Having known Peter for over two decades, I am thrilled to welcome him to the Element22 family."

In his capacity as an Advisory Partner, Peter will collaborate with Element22's clients on a variety of projects, utilizing his extensive knowledge to provide guidance and counsel on data management and analytics strategies. Moreover, Peter will be instrumental in shaping Element22's strategic vision, product innovation, and consulting offerings.

Before joining Element22, Peter held the position of Chief Data Officer at several prominent financial institutions. Most recently, he served as Scotia Bank's CDO for five years, and prior to that, he held CDO roles at HSBC and JP Morgan. Altogether, Peter brings more than three decades of Wall Street data management expertise to Element22.

Commenting on his new role, Peter has stated "Element 22 is a renowned industry leader in offering innovative, practical, and executable strategic guidance and capabilities that expedite a company's data journey. I am thrilled to be joining such a distinguished organization and eagerly anticipate contributing to its esteemed legacy."

The entire Element22 team is excited to welcome Peter on board and looks forward to working together to deliver outstanding solutions to our clients and to drive the company's continued growth.

### About Element22:

Element22 is a leading provider of data management and analytics solutions for the financial services industry, offering a unique blend of expertise, innovation, and strategic guidance. By partnering with our clients, Element22 helps organizations transform their data capabilities, optimize decision-making, and drive business growth.

For more information, please contact:

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