

 **AbsoluteLabs**

SPOTLIGHT

WELCOME

We're firing on every cylinder, and the energy is everywhere.

From the buzz of Retail Technology Show and MuleSoft Connect: AI, to the breakthroughs that came out of our Claude Hackathon, and the project deliveries landing across the business, the momentum is real.

New faces, a fantastic new mentorship program, and more growth on the horizon...

There's a lot to be excited about!

**Take a look at a few of
our highlights across
the business...**

 **SPOTLIGHT**

**WHAT'S
NEW?**

CONGRATULATIONS!

Ruchita Ruchi: Emerging Finance Leader of the Year Biz Millennium CFO Summit & Awards

“A heartfelt thank you to everyone for your continuous support. This award feels especially meaningful because business partnering is such a crucial aspect of any Finance leader’s role beyond just managing fiduciary responsibilities. It’s a skill that can’t be learned from textbooks; it comes through continuous practice, dedication, and real-world experience. It’s incredibly rewarding to see these efforts recognised by esteemed industry bodies.

I also had the opportunity to deliver a keynote session on “The Art of Financial Storytelling: Crafting Insights from Data with AI.”

This recognition is a tribute to the passion and perseverance instilled in me by my seniors and mentors, who have always encouraged me to keep going and stay patient through every challenge.” Ruchita Ruchi, CFO, AbsoluteLabs



Claude Hackathon 2026 | Innovation Powered by AI

Teams across AbsoluteLabs came together to explore what's possible with AI-driven innovation, using Claude to turn bold ideas into real business solutions. The work spanned customer experience, automation, analytics, operational excellence, and creative problem-solving, every team bringing a fresh angle and serious ingenuity.

"It was truly inspiring to witness the fresh perspectives shared by every team. The way participants blended cutting-edge technology with deep subject matter expertise was impressive. The thoroughness and breadth of thinking accomplished in only 4 hours left a strong impact. Fantastic effort by everyone involved. These concepts can absolutely serve as a foundation for advancing innovation, productivity, and future possibilities."

Rushi Lala, Founder and Managing Partner, AbsoluteLabs

"I was delighted to see the new ideas presented by the teams. Each group truly brought together the best of AI and domain-specific expertise. The level of detail, creativity, and coverage achieved within just 4 hours was remarkable. Well done to all team members. We will certainly look at taking these ideas forward to drive future growth and efficiency across our organisation."

Avijit Mohapatra, Senior Director, AbsoluteLabs

Outcome Insights

The Claude Hackathon was more than a competition - it was a celebration of innovation, experimentation, and collaborative thinking. A big thank you to all teams for bringing their ideas, energy, and AI curiosity to the forefront. We look forward to seeing these innovations continue to evolve and inspire future possibilities!



Mentor- Mentee Program



We are delighted to announce the launch of our Mentor–Mentee Program, an initiative focused on nurturing growth, strengthening collaboration, and enabling continuous learning across the organisation.

The program creates a platform for meaningful knowledge sharing, professional guidance, and career development by connecting experienced leaders with individuals eager to learn, grow, and expand their perspectives.

Their expertise, insights, and mentorship will play a key role in empowering mentees on their development journey.

We're building stronger connections, unlocking potential, and fostering a culture of learning, mentorship, and shared success!

Join us in welcoming our newest team members

Kwesi Boakye
QA Manager
at AbsoluteLabs

“I’m delighted to be joining the dynamic team at AbsoluteLabs and to bring my experience in Quality Assurance, testing and business process improvement to the role.”

“I’m passionate about helping teams deliver reliable, high-quality solutions that meet business needs and create real value for users. I’m looking forward to collaborating with colleagues, stakeholders and partners as we work together to achieve successful outcomes and support the continued growth of the business”



Ajit Kumar

President - Head of Growth & Salesforce Business Unit at AbsoluteLabs



Ajit brings more than two decades of leadership experience in enterprise transformation, strategic sales, and Salesforce-led business growth across EMEA and global markets. He has held senior leadership roles, including Vice President at Salesforce, Partner at Deloitte, Head of Salesforce Practice at Cognizant, and, most recently, led strategic growth and transformation initiatives across the Salesforce ecosystem.

Throughout his career, Ajit has partnered with leading organisations across Retail, Consumer Goods, Healthcare & Life Sciences, and Financial Services to drive large-scale digital transformation, customer experience modernisation, AI-led innovation, and enterprise growth.

He brings deep expertise across Salesforce, Data & AI, Customer 360, CRM, Commerce, and industry transformation programmes.

At AbsoluteLabs, Ajit will lead the next phase of growth for our Salesforce, Mulesoft and wider consulting business across EMEA and North America, strengthen strategic alliances, expand our industry footprint, and help clients unlock greater value through AI, Data Cloud, Agentforce, Integration, and Digital Engineering capabilities.

Please join us in welcoming Ajit to the AbsoluteLabs leadership team.

Prasad Bhat

Associate Director – Business Operations & PMO at AbsoluteLabs

Prasad brings over 15 years of leadership experience in Business Operations, PMO, Program Governance, and Organisational Transformation. Throughout his career, he has successfully led large-scale operational initiatives, established and scaled PMO functions, driven process excellence, and enabled business growth across global technology organisations.



Prior to joining AbsoluteLabs, Prasad held leadership roles at Accolite Digital, where he managed operations supporting over 4,500 resources and \$350M+ in annual revenue. He has a proven track record in operational transformation, financial planning, process automation, ERP/CRM implementations, talent management, and strategic business governance. His expertise in driving efficiency, scalability, and cross-functional collaboration will be instrumental in strengthening our operational excellence journey.

Please join us in extending a warm welcome to Prasad as he embarks on this exciting new chapter with AbsoluteLabs. We look forward to his leadership and contributions in driving operational excellence and sustainable growth”

“I look forward to contributing alongside the Absolute Labs team, ensuring that Business Operations effectively supports the company’s next phase of growth as we scale to new heights.”

 **SPOTLIGHT**

EVENTS

Salesforce Charity Sports day



MACMILLAN.
CANCER SUPPORT



CANCER
RESEARCH
UK

Trainers off, mission accomplished!

We were thrilled to be out in force for the Salesforce Charity Sports Day, and it was brilliant to have the Salesforce team join our squad for the afternoon, while competing as one team for Macmillan Cancer Support and Cancer Research UK.

"It was great to sponsor and participate in the sports day for such a noble cause. We got lucky that the rain gods held back just before the start of the event. We could have won a few more races had I not taken so many falls!"

– Tushar Seth, Co-Founder and Partner, AbsoluteLabs

Huge thanks to everyone who laced up and helped us raise money for two vital causes. A day to remember!

 **SPOTLIGHT**

FUTURE EVENTS



AbsoluteLabs

SHOPTALK EUROPE



On the 9-11th June we'll be heading to Barcelona for Shoptalk Europe. Three days at Fira Gran Via with 160+ industry leaders, ShopWalks through Barcelona's best retail innovation, TechTalks, solution showcases and exclusive networking dinners, all centred on the themes shaping retail right now: AI transformation, unified commerce, retail media and customer experience.

It's shaping up to be a brilliant few days.

If you're attending and you'd like to meet up with the team, connect with [Rhidian Thomas](#) and [Tushar Seth](#), they'd love to see you.



Meet us at:



Agentforce World Tour

London



Thursday, 18th June 2026
Excel London

Next up for the AbsoluteLabs team is **Salesforce Agentforce World Tour London**. A full day of expert-led sessions, live demos, and hands-on learning, all centred on how AI and agent-first innovation are transforming the way we work. The focus is firmly on execution and outcomes, which is exactly where the best conversations happen.

Once the sessions wrap, we'll be swapping the agenda for a drink. If you'd like to join us, register your interest below and let's pick up the conversation.

[REGISTER HERE](#) →



SPOTLIGHT

**We hope you enjoyed our
latest news.**

Feel free to reach out if you'd like
to connect on any of the topics.



#AbsoluteLabs