

BIMA 100 Recognizes Digital Leaders from IBM iX

IBM iX's Matthew Candy and Debbie Vavangas Included in Annual List of Digital Pioneers

NEW YORK, May 15, 2017 /PRNewswire/ -- Every year, BIMA (the British Interactive Media Association) honors 100 individuals who are shaping the future of Britain's digital industry. Two digital leaders from IBM iX were highlighted on the 2017 BIMA 100 list, IBM (NYSE: [IBM](#)) today announced.

In the CEOs and Leaders category, Matthew Candy was honored for leading the IBM iX UKI team that operates at the intersection of progressive strategy, creative vision and transformational technology. As the Vice President, UKI and European Leader of IBM iX, Candy has helped grow IBM iX to become the largest digital agency network in the UK in 2016, [according to Econsultancy](#).

As part of the Agents for Change category, Debbie Vavangas was selected for her client work with BP. An executive partner for IBM iX, Vavangas has redefined new ways of engagement, new delivery models, new commercial frameworks and many technical assets, all co-created with the BP team. The Digital@BP account has moved the dial on how to work with clients - fundamentally changing the dynamic from one of 'customer/supplier' to one of real partnership.

IBM iX, a global business design partner, offers creative solutions for business strategy and experience design to solve complex business challenges. Its multi-disciplinary teams of business strategists, creatives and designers, data scientists, and technology specialists work to deliver new ideas and experiences. IBM iX specialists work side-by-side with clients across more than 35 global studios to build clients businesses, by design.

After being nominated by the industry, the final BIMA 100 list is decided a panel of leading digital experts. BIMA splits its 100 into 10 categories; Agents for Change, CEOs and Leaders, Champions for Good, Client Relationship Pioneers, Creative Stars, Devs & Makers, Digital Ambassadors, Entrepreneurs, Rising Stars and UX & Design Champions.

The full BIMA 100 list can be found at <http://issuu.com/bima-awards>

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