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# UiPath Strengthens Executive Leadership Team

*Former ServiceMax executive Bettina Koblick appointed new Chief People Officer*

*Interim Chief People Officer Andreea Baciuc becomes the Company's first Chief Culture Officer*

NEW YORK--(BUSINESS WIRE)-- Leading [enterprise automation](#) software company, UiPath (NYSE: PATH), today announced the appointment of Bettina Koblick as its Chief People Officer (CPO). Koblick will report directly to UiPath co-founder and CEO Daniel Dines and will lead all aspects of the people function, from employer brand to talent acquisition through the entire employment lifecycle.

Andreea Baciuc, UiPath interim CPO, will become the Company's first Chief Culture Officer, reporting to Koblick and continuing to be part of Dines' leadership team. In this role, Baciuc will work across the organization to continue building a winning team and nurturing a culture of belonging that aligns UiPath global inclusion and diversity goals with business outcomes.

Koblick joins UiPath from ServiceMax where she served as Chief People Officer. She brings to UiPath deep experience based on her time with software companies that varied in scale and stage, from small private startups to Fortune 500 firm Symantec.

"Bettina is an innovative leader who brings a wealth of experience partnering with executive teams to build a strategic, people-focused strategy," said Dines. "She has also built successful programs, systems, and relationships to help recruit, educate, and develop employees at scale. This track record for creating great environments for people to do the best work of their careers will enable our employees to get the most out of their experience at UiPath with her leadership."

Dines continued, "It has been a privilege to work alongside Andreea as we scaled UiPath across the globe. Her focus on culture, including her personal leadership on psychological safety, has been key to our ability to grow a worldwide organization. This pioneering work has played a huge role in maintaining our culture at hypergrowth. I want to personally thank her and look forward to what we will accomplish together in her new role as Chief Culture Officer."

"It's an incredible opportunity to join UiPath," said Koblick. "Every business is a people business. I am passionate about joining this talented team to continue the journey of unleashing the potential of every UiPath employee and to further nurture a people-first organization. It is people-first organizations that build customer-first solutions."

**About UiPath**

UiPath has a vision to deliver the Fully Automated Enterprise™, one where companies use automation to unlock their greatest potential. UiPath offers an end-to-end platform for automation, combining the leading [Robotic Process Automation](#) (RPA) solution with a full suite of capabilities that enable every organization to rapidly scale digital business operations.

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