# Backbase appoints Adrian McPhee as CTO to accelerate AI-powered banking platform expansion



Backbase has recently appointed Adrian McPhee as its new Chief Technology Officer (CTO), a strategic move aimed at advancing the company’s AI-powered banking platform and reinforcing its technology vision. McPhee brings over two decades of experience in driving technology transformations across diverse industries, including fintech, retail, mobility, and digital marketplaces. His appointment arrives in the wake of Backbase’s launch of the world's first AI-powered Banking Platform, designed to position banks at the forefront of a significant technological evolution within the sector.

Before joining Backbase, McPhee held the position of Global CTO at LeasePlan, where he led a vast technology organisation of more than 1,000 employees and spearheaded pivotal digital transformation initiatives. LeasePlan, operating in 28 countries with its banking division regulated by the European Central Bank, benefited from his leadership during a period of substantial change. McPhee notably modernised LeasePlan’s digital architecture and expanded its engineering teams from 25 to over 500 members. Moreover, his efforts in establishing data, AI, and analytics platforms earned the company the 2022 IDC Award for Data Management Excellence. His extensive expertise in cultivating engineering cultures, modernising legacy systems, and launching scalable digital business solutions aligns closely with Backbase’s ambitions to scale AI solutions throughout the banking industry.

Backbase’s CEO and Founder, Jouk Pleiter, highlighted McPhee’s experience as an ideal match for the company’s future goals, emphasising the strategic importance of his role in leading the industry towards an AI-powered banking future. As CTO, McPhee will oversee the company’s international technology operations, product engineering, and the development of new AI capabilities within Backbase’s Intelligence Fabric and Agentic AI. He will also spearhead the global adoption of Backbase’s AI-powered Banking Platform, aiming to help banks optimise both processes and customer interactions amid ongoing sector-wide transformation.

McPhee expressed enthusiasm about his new role, recognising the challenge and opportunity presented by the banking industry’s transformation. He emphasised Backbase’s unique position in leading AI-driven innovation for financial institutions, signalling his commitment to working closely with the company’s leadership and global talent to deliver significant value and help banks realise the full potential of AI.

Backbase’s AI-powered Banking Platform, launched following the introduction of its Intelligence Fabric in 2024, is positioned as a transformative solution for banking growth and efficiency. The platform unifies customer servicing and digital sales, harnessing AI to provide self-service and real-time support, enhance employee productivity, enable smarter decision-making, and automate sales processes. Its modular, intelligent agents—Agentic AI—and its unified data foundation turn behavioural signals, transactional data, and operational insights into actionable intelligence in real-time. This trusted AI foundation ensures transparency, security, and auditability for every decision, recommendation, and action taken through the platform.

The platform is already operational and globally available, aiming to empower over 150 financial institutions worldwide to modernise operations across various banking sectors, including Retail, SME, Commercial, Private Banking, and Wealth Management. With regional headquarters in Atlanta and Singapore and presence in major cities like London, Sydney, Toronto, Dubai, Kraków, Cardiff, Hyderabad, and Mexico City, Backbase is scaling its technological capabilities on an international level.

The company asserts that this combination of McPhee’s leadership experience and its cutting-edge AI platform positions Backbase as a significant player in the banking technology arena, ready to drive the next generation of AI-powered financial services globally.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://cfotech.asia/story/backbase-names-adrian-mcphee-cto-to-lead-global-ai-banking-push), [[2]](https://cfotech.asia/story/backbase-names-adrian-mcphee-cto-to-lead-global-ai-banking-push)
* Paragraph 2 – [[1]](https://cfotech.asia/story/backbase-names-adrian-mcphee-cto-to-lead-global-ai-banking-push), [[2]](https://cfotech.asia/story/backbase-names-adrian-mcphee-cto-to-lead-global-ai-banking-push)
* Paragraph 3 – [[1]](https://cfotech.asia/story/backbase-names-adrian-mcphee-cto-to-lead-global-ai-banking-push), [[2]](https://cfotech.asia/story/backbase-names-adrian-mcphee-cto-to-lead-global-ai-banking-push)
* Paragraph 4 – [[1]](https://cfotech.asia/story/backbase-names-adrian-mcphee-cto-to-lead-global-ai-banking-push), [[2]](https://cfotech.asia/story/backbase-names-adrian-mcphee-cto-to-lead-global-ai-banking-push)
* Paragraph 5 – [[1]](https://cfotech.asia/story/backbase-names-adrian-mcphee-cto-to-lead-global-ai-banking-push), [[2]](https://cfotech.asia/story/backbase-names-adrian-mcphee-cto-to-lead-global-ai-banking-push)
* Paragraph 6 – [[3]](https://www.globenewswire.com/news-release/2025/04/29/3070729/0/en/Backbase-launches-world-s-first-AI-powered-Banking-Platform-putting-banks-back-in-Growth-Mode.html), [[4]](https://www.accessnewswire.com/newsroom/en/banking-and-financial-services/backbase-launches-world%E2%80%99s-first-ai-powered-banking-platform-putting-1022719), [[5]](https://www.cuinsight.com/press-release/backbase-launches-worlds-first-ai-powered-banking-platform-putting-banks-back-in-growth-mode/), [[6]](https://www.malaymail.com/news/money/mediaoutreach/2025/04/30/backbase-launches-worlds-first-ai-powered-banking-platform-putting-banks-back-in-growth-mode/378709)
* Paragraph 7 – [[1]](https://cfotech.asia/story/backbase-names-adrian-mcphee-cto-to-lead-global-ai-banking-push), [[2]](https://cfotech.asia/story/backbase-names-adrian-mcphee-cto-to-lead-global-ai-banking-push)

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## Bibliography

1. <https://cfotech.asia/story/backbase-names-adrian-mcphee-cto-to-lead-global-ai-banking-push> - Please view link - unable to able to access data
2. <https://cfotech.asia/story/backbase-names-adrian-mcphee-cto-to-lead-global-ai-banking-push> - Backbase has appointed Adrian McPhee as its new Chief Technology Officer to advance its AI-powered banking platform and technology vision. McPhee brings over 20 years of experience in technology transformation across sectors including fintech, retail, mobility, and digital marketplaces. His appointment follows the recent launch of Backbase's AI-powered Banking Platform, designed to position banks at the forefront of the sector's technological shift. Prior to this role, McPhee served as Global CTO at LeasePlan, where he led a technology organisation of more than 1,000 employees and drove the company's digital transformation initiatives. LeasePlan operates in 28 countries, with its banking division regulated by the European Central Bank. During his tenure at LeasePlan, McPhee modernised its digital architecture, expanding engineering teams from 25 to over 500 professionals. He also played a key role in establishing data, AI, and analytics platforms, leading to notable business outcomes and recognition, including the 2022 IDC Award for Data Management Excellence. His broader career includes extensive experience in building engineering cultures, updating legacy systems, and launching new digital business areas at scale. This background aligns with Backbase's current strategy as it seeks to scale AI solutions in the banking industry. Backbase's leadership has stated that McPhee's expertise is expected to support its mission to help banks achieve growth through AI. The company is focused on delivering its AI Banking Platform to new markets, aiming to enable banks to optimise processes and customer interactions amid ongoing industry transformation. Jouk Pleiter, CEO & Founder of Backbase, commented, "Adrian's track record in scaling technology organisations and delivering transformative digital platforms makes him the ideal CTO for Backbase as we lead the industry into the AI-powered future of banking. His leadership will be instrumental as we continue to innovate and help banks unlock growth." As Chief Technology Officer, McPhee will be responsible for the company's international technology and data operations, overseeing product engineering and managing the development of new capabilities for Backbase's Intelligence Fabric and Agentic AI. His role also includes driving the adoption of Backbase's AI-powered Banking Platform across global markets. McPhee expressed his enthusiasm for the new role, stating, "Joining Backbase at such a transformative time for the banking industry is a challenge I'm looking forward to taking on. Looking at Backbase's technology, combined with its industry-wide adoption, we're uniquely positioned to lead the next wave of AI-driven transformation for financial institutions. I look forward to working with the leadership team and exceptional Backbase talent around the world to deliver breakthrough value for our customers and help banks realise the full potential of AI." Backbase has established a presence in the global financial technology market with its platform, offering services covering Retail, SME, Commercial, Private Banking, and Wealth Management. The company's goal is to equip banks to modernise operations by unifying sales and servicing functions through a digital suite. The appointment of a CTO with experience in large-scale data, AI, and analytics implementation, alongside recent platform developments, signals Backbase's intent to deliver technological capability to its client banks internationally. Backbase has regional headquarters in Atlanta and Singapore and operates in several major cities worldwide, including London, Sydney, Toronto, Dubai, Kraków, Cardiff, Hyderabad, and Mexico City. The company reports that its technology supports digital and AI transformations for more than 150 financial institutions globally.
3. <https://www.globenewswire.com/news-release/2025/04/29/3070729/0/en/Backbase-launches-world-s-first-AI-powered-Banking-Platform-putting-banks-back-in-Growth-Mode.html> - Backbase has launched the world's first AI-powered Banking Platform, aiming to accelerate growth and efficiency in banking by unifying customer servicing and digital sales. The platform is designed to transform customer engagement with AI-powered self-service and real-time support, integrate AI into daily operations to maximise employee productivity and smarter decision-making, streamline and scale sales through intelligent activation and end-to-end automation, and expand revenue with AI-driven up- and cross-sell journeys that deepen customer relationships. Jouk Pleiter, CEO & Founder of Backbase, stated, "With our AI-powered Banking Platform, we’re going all-in on the AI opportunity and empower banks to boost productivity, automate intelligently, and unlock growth faster than ever." The platform is built on a trusted AI foundation, ensuring every decision, recommendation, and action is transparent, secure, and auditable. It includes the Intelligence Fabric, a unified data foundation that turns behavioural signals, transactional data, and operational insights into real-time, actionable intelligence, and Agentic AI, modular, intelligent agents purpose-built for banking. The AI-powered Banking Platform is already live and globally available, ready to transform how banks operate at scale.
4. <https://www.accessnewswire.com/newsroom/en/banking-and-financial-services/backbase-launches-world%E2%80%99s-first-ai-powered-banking-platform-putting-1022719> - Backbase has launched the world's first AI-powered Banking Platform, following the introduction of its Intelligence Fabric in September 2024. The platform aims to accelerate growth and efficiency in banking by unifying customer servicing and digital sales. It enables banks to transform customer engagement with AI-powered self-service and real-time support, integrate AI into daily operations to maximise employee productivity and smarter decision-making, streamline and scale sales through intelligent activation and end-to-end automation, and expand revenue with AI-driven up- and cross-sell journeys that deepen customer relationships. Jouk Pleiter, CEO & Founder of Backbase, commented, "With our AI-powered Banking Platform, we’re going all-in on the AI opportunity and empower banks to boost productivity, automate intelligently, and unlock growth faster than ever." The platform is built on a trusted AI foundation, ensuring every decision, recommendation, and action is transparent, secure, and auditable. It includes the Intelligence Fabric, a unified data foundation that turns behavioural signals, transactional data, and operational insights into real-time, actionable intelligence, and Agentic AI, modular, intelligent agents purpose-built for banking. The AI-powered Banking Platform is already live and globally available, ready to transform how banks operate at scale.
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6. <https://www.malaymail.com/news/money/mediaoutreach/2025/04/30/backbase-launches-worlds-first-ai-powered-banking-platform-putting-banks-back-in-growth-mode/378709> - Backbase has launched the world's first AI-powered Banking Platform, following the introduction of its Intelligence Fabric in September 2024. The platform aims to accelerate growth and efficiency in banking by unifying customer servicing and digital sales. It enables banks to transform customer engagement with AI-powered self-service and real-time support, integrate AI into daily operations to maximise employee productivity and smarter decision-making, streamline and scale sales through intelligent activation and end-to-end automation, and expand revenue with AI-driven up- and cross-sell journeys that deepen customer relationships. Jouk Pleiter, CEO & Founder of Backbase, commented, "With our AI-powered Banking Platform, we’re going all-in on the AI opportunity and empower banks to boost productivity, automate intelligently, and unlock growth faster than ever." The platform is built on a trusted AI foundation, ensuring every decision, recommendation, and action is transparent, secure, and auditable. It includes the Intelligence Fabric, a unified data foundation that turns behavioural signals, transactional data, and operational insights into real-time, actionable intelligence, and Agentic AI, modular, intelligent agents purpose-built for banking. The AI-powered Banking Platform is already live and globally available, ready to transform how banks operate at scale.