# Legion Technologies appoints Marcus Beaver to spearhead AI workforce innovation in UK and Europe



Legion Technologies has announced the appointment of Marcus Beaver as Strategic Advisor to the CEO, marking a significant step in the company’s expansion across the UK and European markets. Beaver, who previously led the UK and Ireland operations at Strada and has held roles at major firms such as Accenture, KPMG, and Oracle, is tasked with driving the adoption of Legion’s AI-powered workforce management platform in complex, labour-intensive industries. This appointment follows a $50 million growth investment led by Riverwood Capital in 2024, underscoring Legion's strategic push into these regions.

Beaver expressed optimism about Legion’s prospects in Europe, highlighting the platform’s ability to transcend conventional workforce management tools focused solely on time management and rostering. He noted from direct customer interactions that many organisations have reaped significant benefits by leveraging artificial intelligence to optimise labour efficiency while simultaneously improving employee experience. The platform's predictive forecasting and intelligent scheduling capabilities offer promising solutions to pressing workforce challenges faced by sectors such as retail, hospitality, healthcare, and business services.

Sanish Mondkar, Legion’s Founder and CEO, emphasised the critical timing of Beaver’s arrival amid rising turnover rates and cost pressures affecting UK and European employers. Mondkar stated that investment in AI-driven workforce management technology could enhance productivity, unlock labour efficiencies, and protect corporate profits in a sustainable manner. Companies that adopt such innovations now are likely to emerge stronger with reduced operational costs and a more resilient workforce, better positioned to thrive once market conditions improve.

The importance of artificial intelligence in transforming the retail and service industries is also gaining wider recognition in the broader technology ecosystem. For example, the Retail Technology Innovation Hub (RTIH) recently launched the RTIH AI in Retail Awards, designed to celebrate companies that integrate AI into everyday business processes to drive efficiency and innovation. These awards, whose winners will be announced in September 2025 at The Barbican in London, mark the growing shift towards embedding generative AI and other advanced AI tools across retail operations—from personalising customer experiences to optimising inventory and workforce management.

The launch of these awards reflects a broader industry trend wherein AI solutions are becoming fundamental to addressing the multiple challenges faced by retailers. Similar innovations were recognised at the Retail Technology Show Innovation Awards, where companies deploying AI-powered tools for profit optimisation, real-time inventory management, and competitive analysis received acclaim. These developments underline the critical role of AI not only in improving operational productivity but also in enhancing transparency and strategic decision-making in a highly competitive market.

Legion’s trajectory, supported by significant investment and strategic leadership appointments like Beaver’s, aligns with this evolution. As retail and service sectors grapple with workforce disruptions and rising costs, innovative AI-driven workforce management platforms like Legion’s offer a path to both improved efficiency and better employee engagement—key factors in sustaining business growth in an increasingly complex landscape.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://retailtechinnovationhub.com/home/2025/7/2/legion-technologies-hires-marcus-beaver-with-focus-on-ai-powered-workforce-innovation-across-uk-and-europe), [[2]](https://retailtechinnovationhub.com/home/2025/7/2/legion-technologies-hires-marcus-beaver-with-focus-on-ai-powered-workforce-innovation-across-uk-and-europe)
* Paragraph 2 – [[1]](https://retailtechinnovationhub.com/home/2025/7/2/legion-technologies-hires-marcus-beaver-with-focus-on-ai-powered-workforce-innovation-across-uk-and-europe), [[2]](https://retailtechinnovationhub.com/home/2025/7/2/legion-technologies-hires-marcus-beaver-with-focus-on-ai-powered-workforce-innovation-across-uk-and-europe)
* Paragraph 3 – [[1]](https://retailtechinnovationhub.com/home/2025/7/2/legion-technologies-hires-marcus-beaver-with-focus-on-ai-powered-workforce-innovation-across-uk-and-europe), [[2]](https://retailtechinnovationhub.com/home/2025/7/2/legion-technologies-hires-marcus-beaver-with-focus-on-ai-powered-workforce-innovation-across-uk-and-europe)
* Paragraph 4 – [[1]](https://retailtechinnovationhub.com/home/2025/7/2/legion-technologies-hires-marcus-beaver-with-focus-on-ai-powered-workforce-innovation-across-uk-and-europe), [[6]](https://retailtechinnovationhub.com/home/2025/1/3/rtih-ai-in-retail-awards-opens-for-entries-with-2025-winners-to-be-announced-at-london-event-in-july), [[5]](https://retailtechinnovationhub.com/rtih-innovation-awards-2025)
* Paragraph 5 – [[3]](https://www.retailtechnologyshow.com/news/rest-up-recharge-ready-day-2-coming-hot-see-tomorrow-), [[4]](https://www.globenewswire.com/news-release/2025/04/24/3067360/0/en/Fourth-Annual-RetailTech-Breakthrough-Awards-Program-Honors-World-s-Most-Innovative-Retail-Technology-Companies.html)
* Paragraph 6 – [[1]](https://retailtechinnovationhub.com/home/2025/7/2/legion-technologies-hires-marcus-beaver-with-focus-on-ai-powered-workforce-innovation-across-uk-and-europe), [[2]](https://retailtechinnovationhub.com/home/2025/7/2/legion-technologies-hires-marcus-beaver-with-focus-on-ai-powered-workforce-innovation-across-uk-and-europe), [[6]](https://retailtechinnovationhub.com/home/2025/1/3/rtih-ai-in-retail-awards-opens-for-entries-with-2025-winners-to-be-announced-at-london-event-in-july), [[3]](https://www.retailtechnologyshow.com/news/rest-up-recharge-ready-day-2-coming-hot-see-tomorrow-)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://retailtechinnovationhub.com/home/2025/7/2/legion-technologies-hires-marcus-beaver-with-focus-on-ai-powered-workforce-innovation-across-uk-and-europe> - Please view link - unable to able to access data
2. <https://retailtechinnovationhub.com/home/2025/7/2/legion-technologies-hires-marcus-beaver-with-focus-on-ai-powered-workforce-innovation-across-uk-and-europe> - Legion Technologies has appointed Marcus Beaver as Strategic Advisor to the CEO to support its expansion across the UK and Europe. Beaver, formerly Country Leader for UK & Ireland at Strada, brings experience from Accenture, KPMG, and Oracle. This appointment follows a $50 million growth investment led by Riverwood Capital in 2024. Beaver highlights Legion's unique workforce management platform, which leverages AI to optimise labour efficiency and enhance employee experience. CEO Sanish Mondkar emphasises the importance of investing in AI-powered workforce management to address turnover and cost challenges in sectors like retail, hospitality, healthcare, and business services. The RTIH AI in Retail Awards, organised by RTIH, are open for entries, with winners to be announced at an event at The Barbican in London on 3rd September 2025.
3. <https://www.retailtechnologyshow.com/news/rest-up-recharge-ready-day-2-coming-hot-see-tomorrow-> - The Retail Technology Show (RTS) Innovation Awards 2025 recognised Profitmind as the winner for its AI-powered profit engine that leverages machine learning, generative AI, and agentic AI to drive profitability. The solution helps retailers track competitors, analyse internal data, and identify revenue and margin growth opportunities, enhancing productivity and transparency. RTS Event Director Matt Bradley highlighted the importance of such innovations in addressing rising costs and thin retail margins. Profitmind CEO Dr Mark Chrystal noted the solution's ability to optimise pricing, assortment, competition, and inventory in real-time, unlocking sales and profits that drive performance.
4. <https://www.globenewswire.com/news-release/2025/04/24/3067360/0/en/Fourth-Annual-RetailTech-Breakthrough-Awards-Program-Honors-World-s-Most-Innovative-Retail-Technology-Companies.html> - The fourth annual RetailTech Breakthrough Awards honoured the world's most innovative retail technology companies. The awards programme received thousands of nominations from over 14 countries, recognising standout companies, products, and services that empower the retail industry to enhance customer experiences, streamline operations, and boost sales. Categories included Store Management, Workforce Tools, Virtual Fitting Room, Inventory and Warehouse Technology, Bots and Chatbots, POS and Payments, Fraud Prevention, Location, Augmented Reality and Virtual Reality, Commerce, Marketing, Customer Experience, Customer Loyalty, Data and Analytics, Order Orchestration, Fulfillment, Merchandising, Security, Loss Prevention and Asset Protection, Artificial Intelligence, and Industry Leadership.
5. <https://retailtechinnovationhub.com/rtih-innovation-awards-2025> - The RTIH Innovation Awards 2025 introduced several categories to recognise excellence in retail technology. Categories included Omnichannel Retail Initiative of the Year, AI Innovation, Sustainable Retail Innovation, Best Data Driven Retail Initiative, and Inclusive Technology Innovation. The awards aim to highlight innovative approaches in retail, from customer experience and AI applications to sustainability and inclusivity. Entry forms and further information were available on the RTIH website, with winners to be announced at an event at The Barbican in London on 3rd July 2025.
6. <https://retailtechinnovationhub.com/home/2025/1/3/rtih-ai-in-retail-awards-opens-for-entries-with-2025-winners-to-be-announced-at-london-event-in-july> - RTIH announced the first edition of the RTIH AI in Retail Awards, open for entries across multiple categories. The awards aim to celebrate global technology innovation in a fast-moving omnichannel world, recognising companies that make AI usable in everyday work, resulting in more efficiency and innovation. Winners were to be announced at an event at The Barbican in London on 3rd July 2025. The awards cover various categories, including AI Innovation, Sustainable Retail Innovation, and Best Data Driven Retail Initiative.