# C5i boosts AI and BFSI expertise with two pivotal Strategic Advisory Board appointments



AI and analytics provider C5i has strengthened its Strategic Advisory Board with two significant appointments: Liat Ben-Zur, a renowned AI strategist and digital transformation expert, and Anshu Sharma Raja, a seasoned leader in banking, financial services, and insurance (BFSI) transformation. These additions underscore C5i’s commitment to deepening its AI capabilities and enhancing its market differentiation through specialised verticalised solutions.

Liat Ben-Zur, CEO of LBZ Advisory, brings a wealth of experience in scaling disruptive technology platforms and transforming diverse ecosystems including technology, healthcare, and consumer sectors. Notably, she was instrumental in launching the world’s first commercial GPT-4 application via Bing and played a foundational role in building Qualcomm’s IoT ecosystem. Her leadership in redefining digital health through over 30 connected products at Philips further exemplifies her expertise. Currently, she serves on the boards of prominent companies such as Talkspace and Compass Group PLC. Ben-Zur’s blend of technical depth, product vision, and boardroom savvy positions her as a vital contributor to C5i’s ambition to accelerate value creation by integrating AI with human expertise.

On the other hand, Anshu Sharma Raja joins with more than 25 years of frontline experience in the BFSI sector, having driven digital banking strategies and core modernization across more than 30 markets globally. Her track record includes leading cloud-based digital bank launches and implementing enterprise-scale AI and data platforms for major institutions like Standard Chartered Bank, AIG, and Goldman Sachs. Raja’s deep familiarity with the Asia Pacific and Middle Eastern markets, coupled with her nuanced understanding of regional regulatory landscapes and evolving customer demands, aligns closely with C5i’s focus on scalable, regulation-ready AI solutions for financial services. Her appointment notably reinforces the company’s presence within the Middle East growth pod, an area poised for significant AI-driven transformation.

Ashwin Mittal, Executive Chairman of C5i, highlighted the complementary nature of these appointments, noting they bring a fusion of visionary technology leadership and operational expertise. This synergy, he explained, will enhance C5i’s differentiated market positioning and open new growth avenues, helping deliver impactful AI-powered business outcomes at scale.

C5i, recognised by industry analysts such as Gartner, Forrester, and Everest Group, provides AI and analytics solutions designed to marry human perspective with AI-driven intelligence. The company serves a high-profile client base that includes multiple Fortune 500 enterprises, as well as top global players in pharmaceuticals, consumer packaged goods, and financial services sectors. With these board enhancements, C5i appears well-positioned to advance its next-generation AI innovations and verticalised industry playbooks, aiming to catalyse digital transformation across sectors and geographies.

The appointments arrive at a pivotal moment when AI’s role in decision-making, operational automation, and customer experience is accelerating, particularly in heavily regulated and complex industries like banking and healthcare. The combined expertise of Ben-Zur and Raja is expected to provide C5i with sharper insights and strategic guidance as the company expands its footprint and product offerings worldwide.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.prnewswire.co.uk/news-releases/c5i-expands-strategic-advisory-board-with-ai-strategist-liat-ben-zur-and-bfsi-leader-anshu-sharma-raja-302510614.html), [[2]](https://www.prnewswire.co.uk/news-releases/c5i-expands-strategic-advisory-board-with-ai-strategist-liat-ben-zur-and-bfsi-leader-anshu-sharma-raja-302510614.html), [[4]](https://www.expresscomputer.in/news/c5i-expands-strategic-advisory-board-with-ai-strategist-liat-ben-zur-and-bfsi-leader-anshu-sharma-raja/126376/)
* Paragraph 2 – [[1]](https://www.prnewswire.co.uk/news-releases/c5i-expands-strategic-advisory-board-with-ai-strategist-liat-ben-zur-and-bfsi-leader-anshu-sharma-raja-302510614.html), [[3]](https://www.cxotoday.com/press-release/c5i-expands-strategic-advisory-board-with-ai-strategist-liat-ben-zur-and-bfsi-leader-anshu-sharma-raja-2/), [[6]](https://www.cxotoday.com/page/205/?media=1651271415%2Fai%2Ftrends-and-challenges-for-smart-transportation-in-2022%2F)
* Paragraph 3 – [[1]](https://www.prnewswire.co.uk/news-releases/c5i-expands-strategic-advisory-board-with-ai-strategist-liat-ben-zur-and-bfsi-leader-anshu-sharma-raja-302510614.html), [[3]](https://www.cxotoday.com/press-release/c5i-expands-strategic-advisory-board-with-ai-strategist-liat-ben-zur-and-bfsi-leader-anshu-sharma-raja-2/), [[5]](https://hrnxt.com/news/ai-analytics-firm-c5i-adds-liat-ben-zur-and-anshu-sharma-raja-to-strategic-advisory-board/61014/2025/07/17/)
* Paragraph 4 – [[1]](https://www.prnewswire.co.uk/news-releases/c5i-expands-strategic-advisory-board-with-ai-strategist-liat-ben-zur-and-bfsi-leader-anshu-sharma-raja-302510614.html)
* Paragraph 5 – [[1]](https://www.prnewswire.co.uk/news-releases/c5i-expands-strategic-advisory-board-with-ai-strategist-liat-ben-zur-and-bfsi-leader-anshu-sharma-raja-302510614.html), [[7]](https://hrnxt.com/category/news/)
* Paragraph 6 – [[1]](https://www.prnewswire.co.uk/news-releases/c5i-expands-strategic-advisory-board-with-ai-strategist-liat-ben-zur-and-bfsi-leader-anshu-sharma-raja-302510614.html), [[2]](https://www.prnewswire.co.uk/news-releases/c5i-expands-strategic-advisory-board-with-ai-strategist-liat-ben-zur-and-bfsi-leader-anshu-sharma-raja-302510614.html), [[3]](https://www.cxotoday.com/press-release/c5i-expands-strategic-advisory-board-with-ai-strategist-liat-ben-zur-and-bfsi-leader-anshu-sharma-raja-2/)

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## Bibliography

1. <https://www.prnewswire.co.uk/news-releases/c5i-expands-strategic-advisory-board-with-ai-strategist-liat-ben-zur-and-bfsi-leader-anshu-sharma-raja-302510614.html> - Please view link - unable to able to access data
2. <https://www.prnewswire.co.uk/news-releases/c5i-expands-strategic-advisory-board-with-ai-strategist-liat-ben-zur-and-bfsi-leader-anshu-sharma-raja-302510614.html> - C5i, an AI and analytics company, has appointed Liat Ben-Zur and Anshu Sharma Raja to its Strategic Advisory Board. Liat Ben-Zur, CEO of LBZ Advisory, is recognised for launching the world's first commercial GPT-4 application via Bing and building Qualcomm's IoT ecosystem. Anshu Sharma Raja brings over 25 years of experience in banking and financial services, having led digital banking strategy and core modernisation across more than 30 markets. These appointments aim to enhance C5i's AI offerings and market differentiation.
3. <https://www.cxotoday.com/press-release/c5i-expands-strategic-advisory-board-with-ai-strategist-liat-ben-zur-and-bfsi-leader-anshu-sharma-raja-2/> - C5i has expanded its Strategic Advisory Board by adding AI strategist Liat Ben-Zur and BFSI leader Anshu Sharma Raja. Liat Ben-Zur, CEO of LBZ Advisory, has a history of scaling disruptive technology platforms and transforming ecosystems across various sectors. Anshu Sharma Raja brings over 25 years of leadership experience in banking and financial services transformation, having led digital banking strategy and core modernisation across more than 30 markets. Their appointments align with C5i's strategic priorities in driving high-impact verticalised AI transformation and market differentiation.
4. <https://www.expresscomputer.in/news/c5i-expands-strategic-advisory-board-with-ai-strategist-liat-ben-zur-and-bfsi-leader-anshu-sharma-raja/126376/> - C5i has announced the addition of Liat Ben-Zur and Anshu Sharma Raja to its Strategic Advisory Board. Liat Ben-Zur, CEO of LBZ Advisory, is known for launching the world's first commercial GPT-4 application via Bing and building Qualcomm's IoT ecosystem. Anshu Sharma Raja brings over 25 years of experience in banking and financial services, having led digital banking strategy and core modernisation across more than 30 markets. These appointments aim to enhance C5i's AI offerings and market differentiation.
5. <https://hrnxt.com/news/ai-analytics-firm-c5i-adds-liat-ben-zur-and-anshu-sharma-raja-to-strategic-advisory-board/61014/2025/07/17/> - AI and analytics company C5i has appointed Liat Ben-Zur, an AI strategist, and Anshu Sharma Raja, a banking and financial services expert, to its Strategic Advisory Board. The appointments are aimed at supporting the company’s efforts in deepening its artificial intelligence offerings and strengthening market differentiation across core verticals. Liat Ben-Zur has a history of leading large-scale technology and digital transformation initiatives, while Anshu Sharma Raja brings more than 25 years of experience in banking and financial services.
6. <https://www.cxotoday.com/page/205/?media=1651271415%2Fai%2Ftrends-and-challenges-for-smart-transportation-in-2022%2F> - C5i has expanded its Strategic Advisory Board with the addition of AI strategist Liat Ben-Zur and BFSI leader Anshu Sharma Raja. Liat Ben-Zur, CEO of LBZ Advisory, has a track record of scaling disruptive technology platforms and transforming ecosystems across various sectors. Anshu Sharma Raja brings over 25 years of leadership experience in banking and financial services transformation, having led digital banking strategy and core modernisation across more than 30 markets. These appointments align with C5i's strategic priorities in driving high-impact verticalised AI transformation and market differentiation.
7. <https://hrnxt.com/category/news/> - C5i has expanded its Strategic Advisory Board with the addition of AI strategist Liat Ben-Zur and banking sector veteran Anshu Sharma Raja, aiming to enhance its artificial intelligence offerings and strengthen its position in key industry sectors. Liat Ben-Zur, CEO of LBZ Advisory, is known for launching the world's first commercial GPT-4 application via Bing and building Qualcomm's IoT ecosystem. Anshu Sharma Raja brings over 25 years of experience in banking and financial services, having led digital banking strategy and core modernisation across more than 30 markets.