

OCS appoints David De Santiago as Group AI & Digital Services Director

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[OCS](#) is pleased to announce the appointment of David De Santiago as its new Group AI & Digital Services Director. In this pivotal role, David will spearhead the strategy and execution of cutting-edge digital solutions that harness the power of artificial intelligence (AI), data analytics, and Internet of Things (IoT) devices.

His mission is to drive innovation, enhance operational efficiency, and create measurable impact across OCS's front-line operations, benefiting colleagues and customers alike.

David De Santiago brings a wealth of experience to OCS, having spent over 17 years in the technology industry. His impressive track record includes leadership roles in both start-ups and large global organisations across the private and public sectors. Notably, David has been instrumental in building corporate market presence, shaping digital strategy, and executing transformation initiatives.

David De Santiago, Group AI & Digital Services Director, said: "I am thrilled to join OCS and lead the charge in leveraging AI and digital advancements to revolutionise our operations. Together, we will redefine industry standards and create tangible value for our customers and stakeholders."

Before joining OCS, David served as the Global Head of Digital Innovation and Transformation at British American Tobacco (BAT). During his tenure, he established an Innovation Centre of Excellence and a global innovation programme that impacted over 40,000 employees. His strategic partnerships with big tech companies and collaborations with start-ups and venture capital ecosystems have been pivotal in driving BAT's transformation agenda and growth strategies.

David's passion lies at the intersection of AI, platform business models, and disruptive technologies. He



actively engages with a community of enthusiasts through his blog, InPromptYou.com, where he shares insights and learns from fellow thought leaders. As a positive and inspirational leader, David champions human-centred design and lean start-up methodologies, fostering a culture of innovation within organisations.

We are confident that David's vision and expertise will propel the company toward new horizons, reinforcing its commitment to excellence and innovation.