



Ami Palan
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Senior Managing Director, Song Americas Lead
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Ami Palan is a Senior Managing Director at Accenture with over 25 years of experience advising Fortune 500 companies on transforming marketing, sales, and service functions. As a member of Accenture Song's executive committee, she leads Accenture's Customer Business in the Americas, working with C-suite leaders to modernize front office operations, design AI-powered customer models and deliver platform innovation across CRM and cloud technologies. She also serves on Accenture's Global Leadership Council.

Ami has worked with over 100 clients across 20+ countries—and has deep expertise in the Communications, Media, and Technology industries. She is known for bringing together strategy, human-centered design, and scaled delivery to drive committed business outcomes. She is a recognized thought leader in B2B and B2C customer functions.

Previously, Ami served as the Global Customer Service Practice Lead and prior to that was the Global Ecosystem Lead for Accenture Song, where she built joint go-to-market strategies with key partners including Salesforce, Google and several customer cloud solutions. She was also an early leader in Accenture's Software-As-a-Service business.

Ami is on the Worldwide Board of Directors at Dress for Success, supporting women to achieve economic independence and professional mobility. Ami earned her MBA from the University of Chicago and currently resides between San Francisco and New York City.

SELECT CLIENT EXPERIENCE

Global Software Company – Executive Sponsor for GTM Transformation

Advisor to the global C-suite across Sales and Service functions to shape a unified go-to-market transformation. Focus on AI-driven tools to accelerate sales velocity, improve service response, and deliver a differentiated customer experience across multiple business units to capture multi-billion-dollar GTM growth opportunities.

Global High-Tech Company – Executive Sponsor for Sales & Partner Transformation

Led a global transformation program for direct and partner sales teams spanning strategy, process redesign, and platform modernization. Focused on scaling partner-led growth, aligning selling motions with customer segments, and enabling digital sales capabilities. Drove more than \$1.5B in incremental annual revenue.

Global Platform Search Company – Executive Sponsor for Sales Strategy & Operations

Partnered with sales operations and strategy leadership to redesign the end-to-end sales process, with emphasis on partner enablement and channel performance. Guided policy simplification, tech platform alignment, and operational execution. Delivered \$2.6B in revenue lift over three years through enhanced conversion and streamlined GTM operations.

Global High-Tech Company – Engagement Lead, Experience Strategy & Business Case

Directed the definition of future-state customer and partner experience across the value chain—from awareness to post-sale support. Developed the experience blueprint, capability roadmap, and enterprise business case to align leadership, secure funding, and deliver over \$1B in expected business value.

Global Technology Solutions Provider – Engagement Lead, Service Transformation

Led a multi-year global service transformation across contact center and field operations. Focused on simplifying service delivery, standardizing global practices, and automating processes to improve both customer satisfaction and operational efficiency. Achieved \$300M+ in quantified business outcomes.