

# Priya Merchant

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Priya Merchant is a digital transformation and innovation expert with nearly two decades of experience in financial services and insurance with top global organizations across the U.S., U.K., Canada, India and Latam. With a passion for digital technologies and emerging trends, she works with businesses to build future-ready organizations, develop new capabilities, and foster a culture of innovation while driving significant business outcomes.

She writes on the [Entrepreneur](#) Leadership Network Contributor and has been published in [Information Age](#), [Insurancethoughtleadership](#), and [Propertycasualty360](#). She is best known for writing about Digital Transformation subjects ranging from leadership and pivoting during the pandemic to practical advice on digital transformation trends, solutions, strategies companies can adopt.