

UK

PEOPLE AT SWORD
“What makes
Sword special
isn’t just what
we do, but how
we do it”

Interview with:
Louise Barwell
Business Unit Director

SWORD
UPGRADE YOUR BUSINESS



Early experiences in the business and technology industries sparked my interest in customer-focused roles. I learned on summer jobs how large organisations operate, which led to commercial roles with increasing responsibilities. I've worked in this industry for nearly 20 years, driven by a passion for forming meaningful customer relationships.

1. What is your role in Sword?

I was recently promoted from Sales Lead to Business Unit Director, leading our UK Data and AI Transformation business. I'm dedicated to developing high-performing teams and conditions for long-term, sustainable success. Building trusted partnerships and ensuring customers see lasting impact is at the heart of how I work.

2. Why did you join Sword?

Joining from another technology organisation with strong partnership relationships, I was drawn to the evident growth trajectory that Sword is on. We have really accelerated our Data and AI Transformation capabilities since I joined four years ago, and I'm thriving on my increased influence as part of our journey.

3. What do you like most about this adventure?

Sword is a constantly evolving organisation – our customer relationships are growing, our partnerships are strengthening, and our leadership are bringing aspirational goals that feel within reach. The authenticity that comes through the business, from leadership through to delivery, helps us to consistently deliver a real impact on our customer organisations.



"What makes Sword special isn't just what we do, but how we do it. By collaborating to always put our customers at the heart of our decisions, we create genuinely valued outcomes. I'm proud to be part of this journey and excited about what we'll continue to achieve together."

Start the Sword adventure now

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