Cognizant’s President, North America, Recognized as Ascend A-Lister

DK Sinha, Cognizant President, North America, has received a 2020 Ascend A-List Award. Established in 2005, Ascend is the largest non-profit Pan-Asian organization for business professionals in North America. Their mission is to enhance the presence and influence of current and future Pan-Asian business leaders and serve as a collective voice for Pan-Asian business communities.

The Ascend A-List Award celebrates and recognizes “the transformative contributions of highly accomplished and impactful Pan-Asian business leaders representing a wide spectrum of industries in diverse sectors.” Recipients are selected for their professional achievements and advancement of others in their industries or communities. Other honorees include Bo Young Lee, CDO Uber; Senthil Kumar, BNY Mellon; and Hidemoto Misuhara, President & CEO of Mitsibishi Corp. Past Ascend honorees and presenters include Indra Nooyi, former CEO of PepsiCo); Anne Chow, CEO ATT Business; and Ajay Banga, CEO Mastercard. Sinha was presented with the award via virtual gala on May 28, closing out Asian Pacific American Heritage Month.

Leading a diverse team of professionals and industry experts, Sinha is responsible for sales, delivery, and industry operations as well as mergers and acquisitions in Cognizant’s largest market. Prior to his current position, he served as Cognizant’s Executive Vice President and President, Global Client Services. He is also President and a director of the nonprofit Cognizant U.S. Foundation, which supports education and skills programs, public-private partnerships, and other initiatives designed to help reskilling workers obtain specialized skills for digital technology jobs.



“I’m honored to receive the A-List Award from Ascend,” said Sinha. “My philosophy has always been to lead with transparency and authenticity, inspiring and supporting people to deliver outstanding results.”

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