



Malt appoints Anaïs Ghelfi as first VP of Platform and Agentic systems

20th May, 2026 - Malt, Europe's largest freelance management platform, has announced the appointment of Anaïs Ghelfi as the company's first ever VP of Platform and Agentic systems, as Malt accelerates its drive towards becoming a fully agentic enterprise.

Anaïs will oversee the construction of Malt's agentic infrastructure, leading Malt's vision to become a company where all of its data, know-how, and playbooks are codified and accessible to every employee and every agent. This work is already transforming Malt into a company where every employee is augmented with agents, and can themselves contribute to improving Malt's system and workflows.

With the rapid development of AI seeing more employees becoming builders, developer experience must now extend beyond engineering. It's also about designing the tools and experience of project managers, designers, and every employee building applications or automations. In her new role, Anaïs will focus on this by breaking traditional silos between the backend platform, frontend platform, developer experience, and data platform.

Anaïs has already had a significant impact in Malt's AI transformation across every team in her previous role as Director of Data Platform. This includes training every employee beyond basic AI, enabling more than 80 AI assistants and automated workflows, such as:

Customer support tickets resolved 50% faster:

The team saves on average three minutes per ticket, freeing the team to focus on more complex customer requests and improving the quality and speed of customer support.

Saving the finance team more than 60 hours per month:

By building a finance agent that is capable of answering 80% of queries on its own, explains why it is responding to a query in a specific way, and centralises data and information, the finance team is saving the equivalent of more than seven days' work per month.

Reducing preparation for every commercial meeting by an average of thirty minutes:

Through automation, research and other preparation tasks, the commercial team has recovered hours of preparation time every month.

Commenting on the appointment, Claire Lebarz, Malt CTO, said:



"With this new org, we're stepping out of the paved path. I believe this is what the AI moment is calling for and what AI-first thinking is about. A company' brain (code, data, documentation, know-how) is becoming one of its core competitive assets, and how we structure and expose it will define what we can build and how we can scale"

Anaïs Ghelfi said:

"In the past two years, Malt has made enormous progress in how we deploy AI, which I am incredibly proud of. This role is the next evolution of that, and is about building the foundations that enable us to transform AI into something that benefits every person who works at Malt. In the future of work, everybody should have the capability to build an agent and benefit from it, and that is exactly what we are building by investing in a role that oversees both the tech and non-tech transformation."

Prior to joining Malt, Anaïs led the global data platform at Pernod Ricard, where she built the foundations to scale data across the Group, and the data engineering activities to support global data transformation at Pernod Ricard.

About Malt

Malt is Europe's leading freelance management platform. More than 90,000 companies of all sizes source, contract and manage external talents from Malt's community of more than 950,000 highly qualified independent experts across every field - from tech & data to marketing and communication, to management consulting. Finding the right freelancer takes just seconds with Malt AI Search, contracting and payment are seamless, with built-in reporting and compliance, making Malt an end-to-end solution for freelance management.

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