



Malt appoints new Country Lead as it doubles down on UK growth

10th June, 2026 - Malt, Europe's largest freelance management platform, is targeting accelerated growth in the UK with the appointment of Luke Hicks as its new VP Enterprise and UK Country Lead.

Hicks' appointment will help Malt to capitalise on growing demand from enterprise businesses for highly-skilled AI and Tech freelance talent. As more enterprise businesses focus on transforming their operations to benefit from advancements in AI, access to independent experts who can facilitate that change is more important than ever.

In his new role with Malt, Hicks will focus on further embedding Malt as the workforce transformation partner for organisations that need to move quickly, access specialist talent on demand, and do so with the structure, compliance and reliability that enterprise clients require. Malt already works with more than 100,000 businesses, including Schneider Electric, L'Oreal, and Reckitt.

Manuel Brachet, CRO of Malt, said:

"The UK is a key strategic priority for Malt. It is one of the major financial and tech capitals of the world, and has long been a hub for highly-skilled independent experts from a broad range of sectors. Malt has enjoyed strong growth in the UK, and Luke's appointment represents a significant step in Malt's commitment to the UK market. At the heart of this will be a laser-focus on the fast-evolving AI and tech skills that our enterprise clients are demanding across Europe, and that our platform and solution are perfectly placed to deliver."

Hicks brings two decades of experience in Enterprise Software to Malt, having worked with two of the most recognised names in the sector in Cornerstone and Workday. His VP of Enterprise scope will also include Northern Europe and the Middle East. His client portfolio spans multiple sectors, including global banking, pharmaceuticals, energy, and professional services.

Commenting on his appointment, Hicks said:

"At the heart of what attracted me to Malt is the team's focus on transforming the way we access skills and professional services to on-demand models. In the skills debate of build, buy or borrow, speed is becoming more important than ever. Many organisations require immediate, targeted



access to highly skilled experts with specific capabilities in Tech and AI, with focus on time-based outcomes rather than recurring tasks. I'm looking forward to helping more businesses deliver on their transformation agendas by partnering them with the exceptional talent on the Malt platform."

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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