



Sockalingam Muthiah

VP, Technical Customer Services & AI-Driven Transformation Leader

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BIOGRAPHY

Sockalingam Muthiah, known as Sock, is a senior executive with over twenty-nine years of global experience spanning consulting, customer service transformation and enterprise technology delivery. He is a proven leader in AI-powered customer experience, digital transformation and operational excellence, known for combining deep consulting expertise with a customer-first mindset to build intelligent, proactive service ecosystems. He has run a P&L of well over US\$200 million, managed a direct team of more than 200 with an indirect team of close to 1,000, and has built and led high-performing teams across both Asia Pacific and Latin America.

In his current role, he heads a global Technical Support and Customer Success organisation, enabling round-the-clock follow-the-sun operations and championing technical evangelism to maximise customer success. In previous roles he has held both the CTO position for the APAC Financial Services Industry organisation and the COO position for a large APAC applications and business services organisation.

Leveraging his experience leading AI-first customer service transformation programmes and significant involvement in driving large digital transformation programmes, he is now personally involved in turning customer support into an intelligent, AI-driven competitive advantage.

AREAS OF EXPERTISE

AI-driven customer experience transformation

Turning global technical support and customer success operations into an intelligent, AI-driven competitive advantage.

Scaling global technical support operations

Building round-the-clock, follow-the-sun technical support organisations across Asia Pacific and Latin America.

Technology and business consulting at P&L scale

Leadership across CTO and COO roles, running budgets well over US\$200 million and teams approaching 1,000 people.

EDUCATION

Honours and Master's, Computer and Information Sciences and Software Engineering

National University of Singapore

Executive Master of Science in Finance

Baruch College, City University of New York