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Qure.ai builds next phase leadership team with new appointments

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New appointments strengthen global marketing and sales as Qure.ai scales AI adoption across healthcare systems

Mumbai-based Qure.ai has announced the appointment of Malika Shrivastava, a former Google executive, as its first Chief Marketing Officer, and the promotion of Amy Casey, a former Microsoft and Nuance leader, to Executive Vice President of Sales for North America, strengthening its leadership team as the company scales its commercial operations to meet growing

demand for healthcare AI in the United States.

As Qure.ai's inaugural Chief Marketing Officer, Malika will lead the company's global marketing organization, overseeing brand, communications, product marketing, and market development. She brings over 15 years of experience building and scaling iconic brands, launching new products, driving go-to-market strategy, and expanding businesses across markets and stages of growth.

Prior to joining Qure.ai, she led growth and go-to-market strategy at Glance (InMobi Group), where she scaled the India business and spearheaded expansion into the United States. Earlier, she held marketing leadership roles at Google, shaping growth for products including Android, Play, Chrome, and Pixel, and at Procter & Gamble, where she managed leading brands such as Always (Whisper) and Pampers across India and Southeast Asia.

As Executive Vice President of Sales for North America, Amy, who joined Qure.ai a year ago, will lead Qure.ai's commercial strategy and customer engagement across the region. Casey has played a key role in expanding Qure.ai's presence in the United States and brings more than two decades of experience leading enterprise software sales, strategic account management and commercial growth across the US healthcare market.

Prior to joining Qure.ai, she spent 16 years across Microsoft and Nuance, leading national accounts and helping health systems modernise clinical and operational workflows through technology adoption.