

IBM appoints David La Rose as the new Managing Director, IBM Australia and New Zealand

Sydney - 26 Oct 2017: IBM (NYSE: IBM) today announced the appointment of David La Rose as Managing Director of IBM Australia and New Zealand (A/NZ). He replaces Kerry Purcell, who will return to a senior leadership role in IBM Japan.

With a career spanning 28 years in IBM, David has held senior executive roles in Europe and Asia Pacific (AP). Most recently he was the AP Vice President for Enterprise and Commercial, responsible for IBM's sales organisation across the region.

"Having spent much of my early career working for IBM in Australia, I regard it as a real privilege to be given the opportunity to lead this business. I have a strong appreciation for the talent that exists within IBM across Australia and New Zealand, and a great respect for the innovation and industry leadership shown by our clients," said David La Rose.

During his time in Europe, David was the General Manager, Central and Eastern Europe (Poland, Czech Republic and Russia) where he gained market share and transitioned the business to strategic software and services. He also held the role of Vice President, IBM Global Business Partners where he drove the expansion of new eco-system partners and grew traditional partner revenue.

"Digital disruption continues to reshape industries and markets around the world. IBM remains a trusted partner for delivering value and solving business issues, and I look forward to working closely with our clients as they tackle these challenges."

Prior to this, David held a number of senior roles within the Systems business in Australia, China and Japan.

Link to David's Bio and Photo <https://www-03.ibm.com/press/au/en/biography/53329.wss>

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