

IBM Appoints Katrina Troughton as Managing Director of IBM Australia and New Zealand

Sydney - 26 Jul 2019: [IBM](#) (NYSE: IBM) today announced the appointment of Katrina Troughton as Managing Director of IBM Australia and New Zealand (A/NZ).

She replaces David La Rose, who has been promoted to General Manager, IBM Partner Ecosystem, based in the US and reporting to Tom Rosamilia, Senior Vice President and Chairman for IBM Systems, North America. With a history of leading growth in IBM's business partner and channel ecosystem across Asia Pacific and Europe, David's new role builds on this experience to assume global responsibility for the company's business partner organisation.

Katrina will be the first woman appointed as Managing Director of IBM A/NZ, following a 28-year career at the company in local, regional and global roles. She also spent more than four years as General Manager for IBM New Zealand.

"There is an incredibly diverse and talented team at IBM A/NZ, and I look forward to continuing the work done to date in leading business and cultural transformation at IBM," she said. "I have a great sense of pride in taking on this role and continuing to build on the trust and confidence our clients have in IBM to help them drive innovation and digital reinvention."

Starting her career at IBM in New Zealand, Katrina has held leadership positions in A/NZ and Asia Pacific for IBM's analytics, cloud and software businesses. Most recently, Katrina was Vice President for Enterprise and Commercial Sales for Asia Pacific where she revitalised the region's skills agenda and led a team to deliver strong growth in IBM's cloud, software and infrastructure business.

She also previously held the global role as Vice President for IBM's Smarter Workforce Solutions where she worked to reform end-to-end offerings and the go-to-market strategy driving the transformation to SaaS and services solutions.

About IBM

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