

IBM appoints new country leader of IBM New Zealand



Auckland, November 2, 2020. IBM announced today that David Hook has been appointed as the new country leader for IBM New Zealand. He succeeds Mike Smith, who retires today after leading the New Zealand operations since 2016.

“We are currently seeing an unprecedented shift to digital ways of living and working due to Covid-19,” Mr Hook said. “While this pandemic has created challenges, it is also creating opportunities that IBM is unlocking for many New Zealand organisations through the adoption of hybrid cloud and AI.”

“It is a privilege to lead the IBM New Zealand team, and to work closely with our clients to help them accelerate their digital transformations.”

David Hook is a seasoned leader with more than a decade of experience in the technology industry and a deep understanding of the New Zealand business and technology sectors. He joined IBM in 2019 as the head of sales for IBM’s Global Markets division. In his new role, he will be responsible for all business operations in IBM New Zealand. Previously, David held sales director roles for Fujitsu New Zealand and Westcon-Comstor across New Zealand and Australia.

“David is a strong and focussed leader with a passion for delivering meaningful solutions to our clients,” said Katrina Troughton, Manager Director for IBM Australia and New Zealand. “He is committed to building on the trust our clients have in us and our technology, and investing in our people at IBM, so they can continue to succeed.

“I would also like to thank Mike for his significant contribution to IBM New Zealand and the broader technology sector through his work championing digital skills and gender diversity and inclusion,” says Ms Troughton. “It has been a pleasure working with him and I wish him the very best for his retirement.”

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