

Organizational Announcement – Christian Ecks joins Boyum IT as VP Channel & Strategy Sales for Middle & Eastern Europe

We are very pleased to announce and welcome Christian Ecks as our newly appointed VP Channel & Strategy Sales in MEE, effective September 1th.

Christian will be responsible to maintain and develop Boyum IT's channel sales strategy, partnerships and to drive new opportunities in the MEE region. Christian has a broad strategic and commercial experience and in-depth knowledge of the SAP Business One community, with over 22 years of experience in the field of Channel business and ERP software - and latest 13 years at SAP Business One as Head of SAP Business One Middle & Eastern Europe.

"We are thrilled to have Christian on board" said Group CEO, Mikael Boyum. "I am confident that he will deliver great value and support to our partners and customers in that region and I truly believe he is the right profile to continue our positive development and build on Boyum IT's partner channel in the long-term. Christian's deep technology expertise and business acumen, combined with his understanding of international channel sales makes him a great addition to our Boyum team."

Also our General Manager in Germany, Tino Schaloske is excited about the appointment of Christian and added: *"Christian's experience from the SAP Business One Channel and the excellent networking in the SAP Partner Community enrich our team and Christian will help us expand our partner channel and focus our partners on our key industries in the MEE market"*.

Christian himself is looking forward to join Boyum IT and said: *"I am extremely excited to join a fantastic company and a great team that has already shown great success in building industry solutions since many, many years. And I am even though excited to continue this story together for actual and upcoming topics like Digital Transformation, Transformation to the Cloud, Intelligent ERP etc. together with the fantastic partner community."*

