

Pieter Bensch appointed Sage executive VP Africa, Middle East

Sage has appointed Pieter Bensch as executive vice president for the Africa and Middle East region. He joins the company from HPE (Hewlett-Packard Enterprise), where he was managing director for South Africa.



Pieter Bensch, executive vice president for Africa and Middle East, Sage.

Bensch will lead the growth of Sage's business across the region and focus on expanding its leadership in the market for cloud-based accounting, people and payroll, and payments software. He will also oversee the local strategy to help business builders and entrepreneurs move to an admin-free world by 2020.

"I'm looking forward to working closely with the regional team as we strive to help empower entrepreneurs and business owners to spend less time on admin and more time on what they love doing. With a high-performance culture, hunger for success and smart technology, Sage is a perfect fit for me," says Bensch.

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