

Paessler AG Bolsters APAC Team with New Appointments

Key appointments of George Wilson as Senior Sales Manager ANZ and Adrian Lau as Senior Sales Manager Asia to guide further regional growth

SYDNEY, Australia – 3 May 2016 – Paessler AG, the innovative network monitoring specialist, today announced two senior appointments to drive the company’s market strategies, operations and services in the Asia Pacific (APAC) region. George Wilson is appointed as Senior Sales Manager for its Australia and New Zealand (ANZ) operations, whilst Adrian Lau is appointed as Senior Sales Manager for its Asia business.

Both based in Sydney, the pair is responsible for strengthening the company’s market position in their respective regions and increasing the awareness of PRTG Network Monitor. Reporting to Germany-based Christian Twardawa, Chief Operating Officer at Paessler, Wilson and Lau will collaborate closely on reinforcing the company’s overall growth strategy to further expand its footprint across APAC.

Commenting on the appointments, Twardawa said, “George and Adrian bring with them a wealth of experience in the regional reseller ecosystem, as well as a depth of knowledge in understanding and resolving customers’ business issues, and will certainly be invaluable assets to the team. Network monitoring is gaining more traction in APAC as organisations place more reliance on data for strategic decision-making. As network architectures become more complex, monitoring tools will become more critical to an organisation in ensuring the delivery of a continuous and reliable IT system.

“These two new appointments demonstrate our commitment to the APAC market, and we are assured the team is well-poised to drive the company’s ambitious regional growth strategy from here on. I am confident that George’s and Adrian’s well-rounded background in the channel, coupled with their results-driven and customer-centric approach, will contribute to Paessler’s vision of continuing to provide innovative monitoring to organisations,” he added.

Prior to Paessler, Wilson had held business development and channel-focused roles with Arrow ECS and Anixter in Australia for almost two years and five years, respectively. During the latter stint, his total sales pipeline peaked at over A\$10 million.

Wilson said, “I am thrilled to be part of such a dynamic team and definitely look forward to fortifying Paessler’s growth strategy from here. Australia and New Zealand are both markets that are unique and filled with massive potential. I am glad to be given the opportunity to play a role in strengthening Paessler’s partnerships across the region, as we look to help our customers exploit and harness the disruptions we are seeing in the digital space.”

Similarly, Lau comes armed with an extensive breadth of knowledge and global expertise in the channel, having amassed a decade’s worth of consultative experience in ICT to Fortune 500 customers and eight years in sales management. Before Paessler, he served in various positions at Avaya, Cisco Systems and Lucent Technologies. In this role, Lau is primarily responsible for identifying and creating new revenue streams for Paessler in Hong Kong, South Korea and Taiwan.

Lau added, “I am delighted to be playing a role in driving change within the network monitoring industry in Asia and steering Paessler to even greater heights. I look forward to working with a talented and passionate team as we further our mission to help customers alleviate issues related to network availability and performance, so they can focus on more value-added activities that can better drive innovation and growth for themselves.”

These moves demonstrate Paessler’s continued investment in the region to generate additional growth opportunities.

About Paessler AG

Paessler AG's award winning PRTG Network Monitor is a powerful, affordable and easy-to-use Unified Monitoring solution. It is a highly flexible and generic software for monitoring IT infrastructure, already in use at enterprises and organisations of all sizes and industries. Over 150,000 IT administrators in more than 170 countries rely on PRTG and gain peace of mind, confidence and convenience. Founded in 1997 and based in Nuremberg, Germany, Paessler AG remains a privately held company that is recognised as both a member of the Cisco Solution Partner Program and a VMware Technology Alliance Partner.

Learn more about Paessler and PRTG at www.paessler.com.

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