

# Paessler Appoints Sebastian Krüger to Drive Regional Growth as Vice President of Asia Pacific

The monitoring experts, Paessler, today announced Sebastian Krüger's appointment as the new Vice President for Asia Pacific (APAC). In his newly created role, Krüger will be focused on making the high potential APAC region the fastest growing territory for the company through direct and indirect business.

Krüger has been with Paessler for more than eight years but has worked in various management roles for the past four years, including Regional Manager, Americas, prior to his Asia Pacific appointment. Despite Krüger having supported and worked collaboratively with the APAC team since November 2020, he has only taken full responsibility as the lead since last month.

Paessler CEO Helmut Binder welcomed Krüger's new responsibility, "The appointment of Sebastian Krüger as Vice President, Asia Pacific, underlines our long-term growth strategy. Paessler continues to invest in opportunities that help the additional growth in the region and further strengthen our footprint in Asia Pacific."

Krüger has more than 18 years of experience within IT and has worked across all elements of the channel as a reseller, distributor, and vendor. To better serve Paessler's channel partners, Krüger is credited with growing the channel team with dedicated channel account managers, internal sales representatives, and pre-sales technical support.

"To achieve our ambitious growth targets in this high potential region, we are in the process of strengthening a channel-centric focus for APAC. Our aim is to grow the number of channel partners significantly, service our existing channel partners well, and focus on close relationships and support of our partner community", said Krüger.

Krüger will be instrumental in growing Paessler's healthcare sector customer base in APAC, due to his specialist knowledge of the IT monitoring needs of hospitals. As the health sector continues to embrace digital technology, there is growing demand to ensure systems run efficiently.

Within the APAC team, Krüger is supported by Australian based Daniel Sultana and Tee Haw Pang in Malaysia. Sultana was previously Paessler's Director of Security and IoT but has now been appointed as the Senior Sales Director to further drive and grow the Australia and New Zealand market. Pang will add further support by leading Paessler's business development in Asia and through the channel.

Currently based in Hamburg, Germany, this new appointment will see Krüger eventually relocate to Kuala Lumpur, Malaysia, once the international borders reopen.

## About Paessler AG

Paessler believes monitoring plays a vital part in reducing humankind's consumption of resources. Monitoring data helps its customers save resources, from optimising their IT, OT and IoT infrastructures to reducing energy consumption or emissions – for our future and our environment. That is why Paessler offers monitoring solutions for businesses across all industries and all sizes, from SMB to large enterprises. Paessler works with renowned partners, and together they tackle the monitoring challenges of an ever-changing world.

Since 1997, when Paessler first introduced PRTG Network Monitor, it has combined its in-depth monitoring knowledge with an innovative spirit. Paessler knows the challenges of complex IT, OT and IoT infrastructures and networks. Paessler products empower its customers to monitor everything, and thus help them optimize their resources.

Learn more about Paessler and their products at [www.paessler.com](http://www.paessler.com).

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