



Presence of IT appoints Serene Sia as a new Managing Director for Asia

Company targets growth strategy in Asia with new appointment

Sydney, Australia – 1 July 2014. Presence of IT, a global leader in HR/Payroll and Workforce Management solutions announced today that it has appointed sales and business leader Serene Sia as its new Managing Director for Asia.

This is a newly created role for Presence of IT, aimed at strengthening the Asia team and fuelling rapid growth in the region. Based in Singapore, Sia will report directly to David Brookes, Chief Executive Officer, Presence of IT.

“The timing could not be better for Serene to join our unique organisation. Over the past 12 months, our Asia business has gained momentum in the region as more and more companies look to maximise the value of their HR and HCM services through the cloud,” Brookes said.

“Serene is a consummate professional who builds great teams, understands how to put our customers at the core of our business, and knows how to deliver consistent results. We are delighted to welcome her to our team. Her experience and industry knowledge will certainly be an asset for our business and for our customers,” he said.

Serene Sia is a senior executive with over 20 years’ of sales and leadership experience in the software industry across the Asia Pacific. Most recently, she was the Vice President Strategic Accounts for Salesforce.com, responsible for cloud strategy and execution for the company’s top accounts in the region.

Prior to joining Salesforce.com, Sia was Managing Director for SAP Malaysia and Brunei, responsible for all business functions and business groups, including Enterprise and SME software and services. Sia managed a team of over 130 dedicated sales, business development and solution professionals, while overseeing the company’s operations and driving revenue for the Malaysia and Brunei markets.

Sia was also formerly Vice President Strategic Accounts for SAP South East Asia, managing the largest and highest revenue producing accounts in the region. Sia spent nearly 15 years with SAP, holding a variety of leadership roles around the region.

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