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NetSuite Makes EMEA Appointment

Management software specialist NetSuite has announced the appointment of Steve Sydes as Managing Director for EMEA.

Sydes joins NetSuite EMEA after more than ten years with Acal plc in the UK, where he oversaw direct corporate operations in 13 countries as well as Baltic, eastern European, and Israeli distribution operations. Prior to Acal, he worked as an engineer, sales director, and managing director for firms such as Advanced Crystal Technology, Gothic Crellon, and GEC Computers.

“There are two things I can bring to the role,” explained Sydes to IT Europa. “One is a fresh set of eyes. Although the UK operations has been running since 2003, and growing rapidly, it's still good to have fresh ideas. The other is that Europe is made up of different business cultures and I have experience gained of doing business within that.”

Sydes is confident that NetSuite are well-placed and with a strong knowledge of the industry in a difficult economic situation. “There is a growing acceptance of SaaS and the cloud, and NetSuite a key player in that part of the industry,” says Sydes, who quotes Gartner's predicted figure of 19.4% compound annual interest growth rate for the cloud and SaaS between 2008-2013. “We were established as a business in 1998 and have been releasing products in the cloud in those 11 years.”

Regarding which parts of Europe will be of most immediate interest to develop in, Sydes targets several. “Our products were really certified in Germany so that is obviously important to us. The Nordics and the Benelux region, as well as western Europe with countries such as France, Italy and Spain, are also key areas. While our EMEA headquarters is in the UK, we are looking to have our own people as well as channel partners in each of those countries.”

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➤ **Our Analysis**

Any appointment of someone with specific market experience, as well as a European background, is helpful to any company looking to expand. Sydes' strong understanding of the UK could also be crucial.