

AppCentrix appoints Musa Mahlaba as business development exec

AppCentrix has appointed Musa Mahlaba as a business development executive in the public sector. His responsibility in this role encompasses the AppCentrix Public Sector Go-To-Market strategy, supporting customers and partners in the government space across the AppCentrix core offerings, including the company's flagship service, Smart ICT.



Musa Mahlaba | image supplied

SmartICT provides business performance management and monitoring and is closely aligned to government compliance requirements and the drive for digitisation and 4IR.

AppCentrix COO, Tito Pereira, commented: "We are looking forward to having Mahlaba lead our strategic growth initiatives in this area, including advancing the company's diversity and inclusion, in South Africa and possibly further across other markets."

Having recently led public sector efforts at Liquid Telecom, Mahlaba has more than 14 years of experience in ICT sales, market development and business development, with experience at leading ICT vendors including Cisco and Microsoft.

“AppCentrix service offerings are bound to translate into value for government customers in compliance, reduce disruption in cloud migrations, and mitigate risks in financial management. Our focus on enhancing performance and adding value for ICT operations positions us well in the Government’s Centre of Intelligence,” adds Mahlaba.

With Covid-19 accelerating the need for digital transformation and 4IR for all South African citizens, business intelligence is increasingly important for government. Real-time compliance and real-time cybersecurity are of increasing importance. Enabling government employees and partners work from home or anywhere, has heightened the call for accurate and timely budget management and reporting.

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