



Henning Gershof appointed Vice President of Sales and Marketing in Columbus

May 31, 2016

Henning Gershof has been appointed Vice President of Sales and Marketing in Columbus. The new position is part of group management, where Henning Gershof will drive the development of Columbus' global sales and marketing organization with focus on creating the ultimate customer experience.

Ballerup, 2016-05-31 09:11 CEST (GLOBE NEWSWIRE) -- For the past two years, Henning Gershof has been Sales Operations Director responsible for driving a global sales program, which has optimized and streamlined Columbus' sales processes. In the position as VP of Sales and Marketing, Henning Gershof will be a key driver in implementing the Columbus2020 strategy being responsible for the strategic element "Customer Success".

Columbus want to achieve high customer satisfaction by creating the ultimate customer experience. A central part is about optimizing the company's go-to-market strategy, develop the digital channels and create a closer connection between sales and marketing.

"With the Columbus2020 strategy we have set high goals. We want to be the business partner that takes care of our customers for life by creating the ultimate customer experience and deliver best-in-class solutions to our customers. Henning Gershof has already done a great job with streamlining our sales processes, and therefore it is a naturel step to put him in the lead of our global sales and marketing organization," says CEO and President in Columbus, Thomas Honoré.

Henning Gershof brings, in addition to his experience in Columbus, 12 years from executive positions in IBM, where he among other things was responsible for the go-to-market strategies in IBM's Software and IT Services business' and has driven IBM's demand generation for a number of years.

"The positon as VP of Sales and Marketing is a very exciting challenge. I have already started to realize our strategic objectives. And based on a strong customer base, a dedicated sales and marketing team and industry specific solutions for the digital transformation of business processes, we have a unique market positon with unlimited possibilities," says VP of Sales and Marketing, Henning Gershof.

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