**Cybit appoints Ewa Johnson as Chief Marketing Officer**

**Newcastle, UK –** [Cybit](https://www.cybit.com/), a specialist technology solutions provider of data and AI, cloud services, cyber security and managed IT services, has announced the appointment of Ewa Johnson as Chief Marketing Officer.

With over 20 years of experience, Ewa brings a wealth of experience and a proven track record in driving marketing excellence across various industries, including technology, IT hardware, mobile communications, professional beauty and the charity sector.

In her new role as CMO, Ewa will be driving a brand transformational agenda to support Cybit's growth objectives and establish the company as a leading technology solutions provider to organisations in the public and private sectors. Her focus will be on enhancing Cybit's market reputation, expanding its customer base, and delivering impactful marketing initiatives that align with the company's strategic goals.

Ewa has held a range of senior marketing positions across diverse industries, with notable roles at Softcat, iiaa (a privately owned international professional beauty distributor), Vodafone Global Enterprise, OKI, and The Prince's Trust. Her career showcases her adaptability and expertise in both the corporate and non-profit sectors.

Most recently at Ultima Business Solutions, Ewa served as Marketing Director and member of the Operational Board, where she led the marketing strategy to significantly enhance the company's market awareness, brand credibility and reputation as a leading MSP.

Ewa brings extensive knowledge in shaping growth strategies, navigating different market landscapes and developing authentic brand propositions. Her strategic vision, creativity and innovative approach have consistently delivered outstanding results, making her a valuable addition to Cybit.

"We are delighted to welcome Ewa to our executive leadership team," commented James Hunnybourne, Cybit’s Executive Chairman. "With her extensive marketing experience, her passion for results and proven leadership of high performing marketing teams, Ewa will be instrumental in driving our brand forward to support our ambitious growth targets. Her ability to deliver exceptional results, combined with her commercial acumen and strategic vision, will be pivotal in establishing Cybit as a leader in technology solutions."

Ewa Johnson concluded, "Cybit is genuinely such an exciting opportunity. My strategic vision is built on the fact that for marketing to prove growth attribution, it must of course build brand credibility, raise awareness and relevance as well as accelerate success. But to stand out from the crowd, it must bring to life the ‘why’ of a company, be both authentic to the ‘who and what you do’ and engage the hearts and minds of your addressable market. Business has always been personal to me and I am delighted to join the talented team at Cybit to help drive the company forward to the next level of growth.”

**-ENDS-**

**About Cybit**

Cybit is a specialist technology solutions provider. With over 30 years’ experience, Cybit puts people and user experience first. It integrates AI and Data Analytics, Cyber Security, Modern Workspace and Managed Services into a single, strategic ecosystem to deliver intelligent, secure, and high-performing technology solutions that adapt to business needs.

From Insight to Impact, Cybit transforms businesses, people, and societies through data-led solutions that make a measurable difference

For more information about Cybit, please visit [www.cybit.com](http://www.cybit.com)