**Cybit Appoints Marc Pawson as New Sales Director**

**Newcastle, UK –** [Cybit](https://www.cybit.com/), a leading provider of data intelligence and AI-driven technology solutions, today announces the appointment of Marc Pawson as its new Sales Director.

With a career spanning nearly two decades, Marc brings a wealth of experience in sales leadership and business development. His ability to secure major contracts and strong client relationships is due to his commitment to working with diverse client portfolios, understanding and solving customer pain points, and using industry insights to the advantage of his clients. As a result, Marc has gained a reputation for delivering exceptional results, with awards and industry recognition for his success in delivering innovative solutions to his clients.

Marc joins Cybit from Ultima Business Solutions where as Head of Sales, he developed and implemented the company's overall sales strategy. Prior to this, he held senior sales positions at Cantium, CAE Technology Services and BT Group, where he specialised in clients across the Top 100 Legal and Financial Services.

In his new role at Cybit, Marc will be responsible for directing market expansion goals, strengthening strategic alliances, and developing high performing sales and client management teams that exceed customer technology expectations, with a goal of achieving long term partnerships.

Speaking on his new role, Marc Pawson said, "I am thrilled to join Cybit at such an exciting time in the company's growth. My key motivators for joining Cybit are its commitment to leveraging data intelligence driven technology solutions to drive positive transformation for its clients. I am passionate about building high performing sales teams that share a mission to make the working day easier and more rewarding for our clients. It’s about listening, understanding the issue and finding the right solution, collaboratively, so that clients can experience in practical terms what success looks like."

James Hunnybourne, Executive Chairman of Cybit, concluded, "We are delighted to welcome Marc to our leadership team. His extensive experience, leadership, positive attitude and proven track record in sales leadership will be invaluable as we continue to expand our market presence and deliver innovative solutions to our clients."

**-ENDS-**

**About Cybit:**

Cybit is a leading provider of data intelligence and AI-driven technology solutions, empowering businesses and public services to become information-enabled. By integrating Data Intelligence & AI, Cyber Security, Modern Workspace, and Managed Services, Cybit delivers foresight, protection, and performance, enabling clients to stay ahead of threats, uncover opportunities, optimise operations, and drive meaningful change.

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