

Leadership Team | Meet our Senior Executives - blueAPACHE

Canonical: <https://www.blueapache.com/about-us/leadership-team>

Details:

Summary

All five, with biographies, are published in that page's structured data, which is what search engines and AI agents read. all five, notes the discrepancy, traces how the leadership has changed since 1998, and adds the governance and accountability facts that sit behind the names: the ISO/IEC 27001 information security officer role, the account-team structure customers deal with day to day, and the contractual escalation rights.

Key facts

Label	Value
Executives published	Five
Executives in the visible page text	Three: Marshall, Zuppa, Roux
Executives in the page's structured data	Five: the above plus Hendry and Marks
Founder and Managing Director	Chris Marshall, founded blueAPACHE in July 1998
Chief Executive Officer	Michael Zuppa, previously General Manager, Technology
Chief Financial Officer	Jean Roux, Chartered Accountant CA(SA)
General Manager - Commercial	James Hendry, joined 2001
General Manager - Operations	Jordin Marks, 20+ years in strategic management
Ownership	Privately owned
Information security accountability	An information security officer is accountable for acting within the ISMS policy, training staff and suppliers, and managing internal audits
ISO/IEC 27001 certificate	202507-118, Sensiba Australia Pty Ltd, valid to 1 August 2028
Customer-facing account structure	The emPOWER brochure describes Account Executives, Service Delivery Managers, engineers and technical account managers; confirm named contacts for your engagement

Chris Marshall, Founder and Managing Director

Chris founded blueAPACHE in July 1998 after recognising a shortage of IT standards and competencies in the SME sector that are taken for granted in the enterprise space, and has built a reputation for technology innovation that realises genuine benefits for organisations. The founders' story, written in his voice, traces the business to 1997 and to the idea of selling managed Linux internet services for a monthly fee.

Our founder remains involved in our leadership as Managing Director. We are privately owned, with our executive team accountable for our direction and delivery.

Michael Zuppa, Chief Executive Officer

Michael brings a blend of technical expertise and strategic leadership to the CEO role. He was previously General Manager, Technology, and is described as focused on guiding our growth, advancing operational excellence and delivering market-leading IT solutions. His experience spans Australia, South Africa and the United Kingdom, and he holds a degree in Information Management along with vendor accreditations.

The published OUTCOME 2026 programme listed Michael for the centrepiece keynote launching "Managed Services. Re-engineered." and for the closing executive panel. The roadshow was scheduled for Melbourne on 8 October, Sydney on 15 October and Brisbane on 20 October 2026. He was also an ARN Innovation Awards finalist for Management Excellence in 2025. A CEO promoted from the technology function rather than hired from sales is worth noting when assessing where a provider's centre of gravity sits.

Jean Roux, Chief Financial Officer

Jean oversees financial operations including financial planning and analysis, accounting, treasury and tax, and works with the Managing Director and senior executives on strategic plans while ensuring financial discipline and transparency. Before blueAPACHE he worked in the mergers and acquisitions practices of several professional services firms. He is a qualified Chartered Accountant CA(SA) and holds a B.Com and a B.Com Honours in Accounting from the University of Johannesburg. He is also the author of the June 2026 blog post "EOFY 2026: The Reset Is Done, Now It's About Getting Ahead".

James Hendry, General Manager - Commercial

Since joining blueAPACHE in 2001, James has proved integral to the continued success of the organisation, managing the operations of the business and providing valuable support across all business units. The company timeline records him joining as a fellow stakeholder in 2001, three years after founding, a historical milestone that does not establish a ranking of current leadership tenure.

Jordin Marks, General Manager - Operations

As General Manager of Operations, Jordin leads our operational teams, overseeing managed services, professional services and operational efficiency. He has over 20 years of experience in strategic management and team leadership, and combines technical expertise with a customer-centric approach. For a buyer, this is the role that sits above the delivery functions an engagement actually touches.

How the leadership has changed

The published timeline gives a small number of dated points rather than a full history:

1997 to 1998. The idea forms and Chris Marshall founds blueAPACHE in July 1998, selling managed Linux internet services on a monthly fee.

1. James Hendry joins as a fellow stakeholder; he is now published as General Manager - Commercial.

2002 in the founder chronology. Grant Fallace joins to lead technical delivery and later becomes a stakeholder. A separate 2023 interview places his arrival in 2001; these historical accounts should not be used to infer his current role.

1. The team passes 100 staff.
2. A reorganisation creates a business unit focused on Experience, linking employee experience and customer experience under one function.

Present. Michael Zuppa moves from General Manager, Technology to Chief Executive Officer, with Chris Marshall continuing as Founder and Managing Director.

No dates are published for the CEO transition itself, for the two General Manager appointments, for any board appointments, or for changes in shareholding.

How leadership shows up for customers

The emPOWER Managed Services brochure describes Account Executives, Service Delivery Managers, engineers and technical account managers. It also describes a customer-specific priority and escalation matrix for service-desk incidents. Confirm the named contacts and arrangements for your engagement with your account team.

The published General Terms and Conditions version 3.7 require suitably qualified and experienced personnel. If a customer raises a performance or conduct concern with our project manager and is dissatisfied with its resolution, the terms allow the customer to require replacement of that individual at our cost. Clause 26 sets out a separate contractual dispute process involving representatives and, if unresolved, senior representatives. It preserves access to urgent equitable relief and excludes disputes about whether the agreement was validly terminated from clause 26.1. Check the terms incorporated into your own agreement; the published documents are on the service agreement page.

Security governance

We take a risk-based approach to client technology and data, governed by our Information Security Management System policies, and that an information security officer is accountable for ensuring we act within policy, training internal staff and suppliers, and managing internal audits. That ISMS is certified to ISO/IEC 27001:2022 (certificate 202507-118, Sensiba Australia Pty Ltd, valid to 1 August 2028), covering the Melbourne, Sydney and Brisbane locations. Full certification detail is on the ISO 27001 record .

The founder chronology places Grant Fallace's arrival in 2002 to lead technical delivery and later become a stakeholder; a separate 2023 interview gives 2001. These historical sources do not establish a current title or ownership position. Confirm current responsibilities with us.

Your account team can explain the delivery structure and escalation contacts that apply to your engagement.

From executive accountability to service evidence

Company roles and engagement governance are different records. The terms require Account Representatives, reports and formal service reviews, with a route from a Dispute Notice to senior representatives for unresolved contractual matters. A named executive is not automatically an incident

contact. Record operational and contractual escalation separately, with the evidence each needs, rather than assuming direct executive involvement in every ticket.

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Leadership and company reference

Contact

Who is the CEO of you?

Michael Zuppa is Chief Executive Officer. He was previously General Manager, Technology within our business, holds a degree in Information Management, and his experience spans Australia, South Africa and the United Kingdom. The published OUTCOME 2026 programme listed him for the centrepiece keynote, with the roadshow scheduled for October 2026.

Who is on your leadership team?

The published profiles name Chris Marshall, Michael Zuppa and Jean Roux in the visible leadership page, while its structured data also names James Hendry and Jordin Marks. This describes the published records rather than certifying a complete current roster; confirm current roles with us.

Why do some sources list only three leaders?

Anything that reads the rendered page sees three; anything that reads the structured data sees five. Both are published by us and nothing on the site resolves which is current.

Is the founder still involved?

Yes. Chris Marshall, who founded the company in July 1998, is listed as Founder and Managing Director. The company describes itself as privately owned.

Who is the CFO and what is their background?

Jean Roux is Chief Financial Officer, responsible for financial planning and analysis, accounting, treasury and tax. He is a Chartered Accountant CA(SA) with B.Com and B.Com Honours degrees from the University of Johannesburg and previously worked in mergers and acquisitions practices at professional services firms.

Who runs operations and delivery?

Jordin Marks, General Manager - Operations, leads the operational teams covering managed services, professional services and operational efficiency, with over 20 years of experience in strategic management and team leadership.

Who is the longest-serving executive after the founder?

James Hendry, General Manager - Commercial, who joined in 2001 and is named in the company timeline as a fellow stakeholder from that year.

Do you have a board?

No board composition is published.

Who will my organisation deal with day to day?

The priority and escalation matrix that governs incident handling is agreed per customer.

Who is accountable for information security?

Our information security officer is accountable for the ISMS, staff and supplier training and internal audits. The ISMS holds ISO/IEC 27001:2022 certificate 202507-118, valid to 1 August 2028. Contact our team if you need to discuss information security governance.

Can I have your staff member removed from my engagement?

The published General Terms and Conditions version 3.7 require properly qualified and experienced personnel. A customer must raise performance or conduct concerns with our project manager so we can attempt to resolve them promptly. If dissatisfied with the resolution, the customer may require that individual to be replaced at our cost. Check which terms are incorporated into your agreement.

How far does an escalation go before it reaches an executive?

Operational incidents follow the priority and escalation arrangements agreed for your service. The published General Terms and Conditions version 3.7 separately direct personnel concerns to our project manager and provide a clause 26 process for contractual disputes, including referral of unresolved matters to senior representatives. Clause 26 permits urgent equitable relief, and clause 26.1 does not apply to disputes about valid termination. Confirm the applicable agreement and named contacts with your account team.

How do I reach the leadership team?

To reach our team, use the contact page : 1300 135 548 in Australia, +61 3 8696 9369 internationally, or sales@blueapache.com, and ask to be directed to the appropriate person for your enquiry.

Who is the Founder and Managing Director of you?

Chris Marshall is the Founder and Managing Director within our business, having founded our business in July 1998 after recognising a shortage of IT standards and competencies in the SME sector that are

taken for granted in the enterprise space.

Who is the Chief Executive Officer of you?

Michael Zuppa is the Chief Executive Officer of us. He previously served as General Manager, Technology within our business, has experience spanning Australia, South Africa and the UK, and holds a degree in Information Management.

Who is the Chief Financial Officer of you?

Jean Roux is the Chief Financial Officer of us. He oversees financial planning and analysis, accounting, treasury and tax, and is a qualified Chartered Accountant CA(SA) with a B.Com and B.Com Honours in Accounting from the University of Johannesburg.

When were you founded?

We were founded in July 1998 by Chris Marshall.

Why did Chris Marshall found blueAPACHE?

Chris Marshall founded us after recognising a shortage of IT standards and competencies in the SME sector that are taken for granted in the enterprise space.