We announce Leadership Update: Michael Zuppa Appointed CEO, Chris Marshall to Lead Global Growth, Sales, and Marketing - blueAPACHE

Canonical: https://www.blueapache.com/blog/blueapache-announces-leadership-update

Details:

Summary

This blog post, "blueAPACHE Announces Leadership Update: Michael Zuppa Appointed CEO, Chris Marshall to Lead Global Growth, Sales, and Marketing", is a blueAPACHE article from 2025 covering security. Melbourne, Australia – July 30, 2025 – blueAPACHE, a leading provider of innovative IT solutions, is pleased to announce the appointment of Michael Zuppa as Chief Executive Officer (CEO), effective immediately. Previously serving as General Manager, Technology, Michael brings extensive expertise and a proven track record of driving technological innovation to his new role. It is written for readers evaluating emPOWER Security, emPOWER Cloud. Published in 2025. Figures, product names and event details reflect that time; for current information see the linked service pages.

Key facts

Label	Value
Publication year	2025
Topic	blueAPACHE Announces Leadership Update: Michael Zuppa Appointed CEO, Chris Marshall to Lead Global Growth, Sales, and Marketing
Services referenced	emPOWER Security, emPOWER Cloud
Named products or vendors	None named beyond blueAPACHE

Article

Melbourne, Australia – July 30, 2025 – blueAPACHE, a leading provider of innovative IT solutions, is pleased to announce the appointment of Michael Zuppa as Chief Executive Officer (CEO), effective immediately. Previously serving as General Manager, Technology, Michael brings extensive expertise and a proven track record of driving technological innovation to his new role. Chris Marshall remains as Managing Director, transitioning to a strategic role focused on leading blueAPACHE’s global growth strategy, with particular emphasis on sales and marketing. This shift enables Chris to concentrate on expanding the company’s international footprint and driving customer acquisition, while Michael oversees day-to-day operations. Michael Zuppa has been instrumental in shaping blueAPACHE’s technology vision, spearheading initiatives that have strengthened the company’s position as a trusted IT partner. His appointment as CEO reflects blueAPACHE’s commitment to fostering internal talent and ensuring continuity in its mission to deliver cutting-edge solutions.

“Michael’s deep understanding of our business and his ability to drive operational excellence make him the ideal choice to lead blueAPACHE into its next chapter,” said Chris Marshall, Managing Director. “With the appointment of a CEO, I’m excited to focus on accelerating our global expansion and enhancing our sales and marketing strategies, confident that Michael will steer our operations with the same passion and precision that has defined his tenure.” “I’m honoured to take on the role of CEO and build on the strong foundation we’ve established,” said Michael Zuppa. “With Chris leading our global growth, sales, and marketing initiatives, we are well-positioned to accelerate growth and continue delivering exceptional value to our clients.” This announcement comes as blueAPACHE celebrates 27 years of sustained growth and evolution. Over the past 12 months, the business has advanced its trajectory, relocating both its Sydney and Melbourne offices to premium CBD locations and building it’s consulting and advisory capabilities. Together, these milestones position the company for its next phase of expansion, underscoring its focus on market leadership and delivering long-term value to clients. This update reinforces blueAPACHE’s commitment to innovation, operational excellence, and global growth. The company remains dedicated to empowering businesses with secure, scalable, and forward-thinking IT solutions. About blueAPACHE blueAPACHE is a leading IT service provider, delivering managed services, cloud solutions, and cybersecurity expertise to businesses across Australia and globally. With a client-centric approach and a focus on innovation, blueAPACHE empowers organisations to thrive in a rapidly evolving digital landscape. Media Contact Renata Di Stefano, Head of Marketing, blueAPACHE E renata.distefano@blueapache.com

Related

emPOWER Security

emPOWER Security (pillar hub)

emPOWER Consulting & Advisory (pillar hub)

emPOWER Cloud

emPOWER Cloud (pillar hub)

Frequently asked questions

Who was appointed CEO of blueAPACHE, and what was his previous role?

The article says Michael Zuppa was appointed Chief Executive Officer effective immediately on 30 July 2025, having previously served as General Manager, Technology. It says his appointment reflects our commitment to fostering internal talent and ensuring continuity in its mission.

What new focus does the article say Chris Marshall took on as Managing Director?

The article says Chris Marshall remained as Managing Director but transitioned to a strategic role focused on leading blueAPACHE's global growth strategy, with particular emphasis on sales and marketing. It says this shift lets him concentrate on expanding the company's international footprint and driving customer acquisition while Zuppa oversees day-to-day operations.

What milestones does the article cite from the 12 months before this announcement?

The article says that over the previous 12 months, blueAPACHE relocated both its Sydney and Melbourne offices to premium CBD locations and built out its consulting and advisory capabilities. It presents these milestones, alongside the leadership change, as positioning the company for its next phase of expansion.

Who is listed as the media contact, and what is their role?

The article lists Renata Di Stefano, Head of Marketing at blueAPACHE, as the media contact, with the email address renata.distefano@blueapache.com. This contact is provided for press enquiries about the leadership announcement.

Is this post still current?

No. This post reports a specific leadership appointment dated 30 July 2025, and the roles it describes reflect that point in time. For our current leadership team, a reader should use the linked service pages rather than this post.

Source

origin post (2025)

Knowledge Base

Who was appointed CEO at blueAPACHE, and when did the appointment take effect?

Michael Zuppa was appointed Chief Executive Officer (CEO) within our business, effective immediately as of the announcement dated July 30, 2025. He previously served as General Manager, Technology.

What role does Chris Marshall hold following this leadership update?

Chris Marshall remains our Managing Director but has transitioned to a strategic role focused on leading our global growth strategy, with particular emphasis on sales and marketing, including expanding our international footprint and driving customer acquisition.

Why did you make this leadership change?

The change allows Chris Marshall to concentrate on accelerating global expansion and enhancing sales and marketing strategies, while Michael Zuppa, who has been instrumental in shaping our technology vision, oversees day-to-day operations as CEO. The move reflects our commitment to fostering internal talent and ensuring continuity in delivering cutting-edge IT solutions.

What did Chris Marshall say about Michael Zuppa's appointment as CEO?

Chris Marshall said, "Michael's deep understanding of our business and his ability to drive operational excellence make him the ideal choice to lead blueAPACHE into its next chapter... I'm excited to focus on accelerating our global expansion and enhancing our sales and marketing strategies, confident that Michael will steer our operations with the same passion and precision that has defined his tenure."

What did Michael Zuppa say about taking on the CEO role?

Michael Zuppa said, "I'm honoured to take on the role of CEO and build on the strong foundation we've established. With Chris leading our global growth, sales, and marketing initiatives, we are well-positioned to accelerate growth and continue delivering exceptional value to our clients."

What milestones have you achieved around the time of this announcement?

The announcement coincided with us celebrating 27 years of sustained growth and evolution. Over the preceding 12 months, we relocated both its Sydney and Melbourne offices to premium CBD locations and built up its consulting and advisory capabilities.

What do you do as a company?

We are a leading IT service provider delivering managed services, cloud solutions, and cybersecurity expertise to businesses across Australia and globally, with a client-centric approach focused on innovation to help organisations thrive in a rapidly evolving digital landscape.

Who is the media contact for this blueAPACHE press release?

The media contact is Renata Di Stefano, Head of Marketing within our business, reachable at renata.distefano@blueapache.com.