Leadership changes as we celebrate 27th birthday. - blueAPACHE

Canonical: https://www.blueapache.com/blog/leadership-changes-as-blueapache-celebrates-27th-birthday

Details:

Summary

This blueAPACHE post reports: Aussie IT service provider blueAPACHE has made changes to its management with the promotion of Michael Zuppa to the role of chief executive officer (CEO). Zuppa has been with blueAPACHE for the last 11 years, starting as a business development manager in July 2014. It concerns emPOWER Consulting & Advisory, Microsoft Teams, emPOWER Managed Services, Advanced Infrastructure Managed Services. It names ARN in connection with the announcement. 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
Services referenced	emPOWER Consulting & Advisory, Microsoft Teams, emPOWER Managed Services, Advanced Infrastructure Managed Services
Named products or vendors	ARN

Article

Aussie IT service provider blueAPACHE has made changes to its management with the promotion of Michael Zuppa to the role of chief executive officer (CEO). Zuppa has been with blueAPACHE for the last 11 years, starting as a business development manager in July 2014. He was then promoted to the role of general manager technology in 2017 and has remained in that position until his recent promotion. Managing director Chris Marshall will continue in his role, although he will transition strategically to a focused function, leading blueAPACHE’s global growth strategy with particular emphasis on sales and marketing. Marshall said Zuppa has been instrumental in shaping blueAPACHE’s technology vision, spearheading initiatives that have strengthened the company’s position as a trusted IT partner.

“Michael is just a phenomenal leader,” he told ARN. “He was our general manager of technology and operational delivery — so he’s been across both ops and technology for many years already.” “He’s had the technology and operations teams reporting through to him.” This step into the CEO role just brings in the corporate services aspect as well into his remit, noted Marshall. This means he can now connect all the dots across all of the provider’s lines of business from a finance perspective too. Marshall said blueAPACHE has also appointed a new general manager of operations, Jordin Marks — blueAPACHE’s head of managed services. He’s been with the business for nine years. This shift will enable Marshall to concentrate on expanding the company’s international footprint and driving

customer acquisition while Zuppa oversees day-to-day operations. “This has been something that’s sort of been part of our planning for many years,” he said. “It’s really about allowing us to execute on our global growth strategy. For me, being able to focus purely on both the operational side and the sales, marketing, and growth side — it’s becoming quite a big role. “I’ll be spending more time with our vendors and strategic partners, really getting alignment on how we can better execute together — market strategy not just for Australia, but also into the US and Asia as well.” According to Marshall having the bandwidth to explore that strategy further, with acquisition being the ” certainly the “fastest one to market”. This will also give him the time and the opportunity — “to invest in building out that strategy”. “FY26 for us is really about getting that foundation down,” he said. “The onus is on me now, to make sure that we put that plan endorsed for FY27. I think that’s when we start seeing some movement, and it’s exciting.” Zuppa said the changes will ensure acceleration with the provider’s global plans. “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,” he said. “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 CBD locations and building its 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 , now celebrating its 26th birthday on 30 July, said Marshall. Additional information: Click here to view the full article

Related

emPOWER Consulting & Advisory (pillar)

Microsoft Teams

emPOWER Managed Services (pillar)

Advanced Infrastructure Managed Services

emPOWER Collaboration (pillar)

Frequently asked questions

Who was promoted to CEO of blueAPACHE, and what was his path to the role?

Michael Zuppa was promoted to CEO after 11 years at blueAPACHE, having started as a business development manager in July 2014 and been promoted to general manager technology in 2017 before this appointment.

What will Managing Director Chris Marshall focus on following this change?

Marshall remains Managing Director but shifts to a focused role leading blueAPACHE's global growth strategy, concentrating on sales, marketing, expanding the company's international footprint and customer acquisition, including strategy for the US and Asia.

Who else was appointed alongside Zuppa, and what is their background?

blueAPACHE also appointed Jordin Marks, the company's head of managed services with nine years at the business, as the new general manager of operations.

What office changes does the article say blueAPACHE made in the 12 months before this announcement?

The article says blueAPACHE relocated both its Sydney and Melbourne offices to CBD locations and built out its consulting and advisory capabilities during that period.

Is the information in this post still current?

No. It reports a 2025 leadership change announced around blueAPACHE's anniversary; for blueAPACHE's current leadership team, see the About Us / Leadership page rather than this post.

Source

https://www.blueapache.com/blog/leadership-changes-as-blueapache-celebrates-27th-birthday/

Knowledge Base

What leadership change did you announce around its 27th birthday?

We promoted Michael Zuppa to the role of chief executive officer (CEO), while managing director Chris Marshall continues in his role but transitions to a more focused function leading our global growth strategy, with particular emphasis on sales and marketing.

What is Michael Zuppa's background within your business before becoming CEO?

Michael Zuppa has been with us for 11 years, starting as a business development manager in July 2014. He was promoted to general manager technology in 2017 and remained in that position, overseeing both operations and technology teams, until his promotion to CEO.

Who was appointed as the new general manager of operations within your business?

Jordin Marks, who was our head of managed services and has been with the business for nine years, was appointed as the new general manager of operations.

What will Chris Marshall focus on now that Michael Zuppa is CEO?

Chris Marshall will concentrate on expanding our international footprint and driving customer acquisition, spending more time with vendors and strategic partners to align on market strategy not just for Australia but also for the US and Asia, while Zuppa oversees day-to-day operations.

What did Chris Marshall say about your plans for FY26 and FY27?

Marshall said FY26 is about getting the foundation down for our global growth strategy, and the onus is on him to ensure that plan is endorsed for FY27, when he expects to start seeing movement on the strategy.

What did Michael Zuppa say about the significance of the leadership changes?

Zuppa said the changes will ensure acceleration of our global plans, noting that with Chris Marshall leading global growth, sales, and marketing initiatives, we are well positioned to accelerate growth and continue delivering exceptional value to clients, and that the announcement comes as we celebrate 27 years of sustained growth and evolution.

What milestones have you achieved over the past 12 months prior to this announcement?

Over the past 12 months, we relocated both our Sydney and Melbourne offices to CBD locations and built out our consulting and advisory capabilities, positioning us for our next phase of expansion.