

SAP Africa announces new appointments

SAP has announced the appointment of Antonia Ashton and Ansophie Strydom as part of the communications team in Africa.



Antonia Ashton

Antonia Ashton will be heading the communication for South Europe, Middle East and Africa; while Ansophie Strydom heads communication in Africa. Both will have a huge role to play in driving the GTM plans.

Ashton has assumed the role of head of communications: South Europe, Middle East & Africa at SAP. She will be responsible for the executive communications agenda while ensuring all of the SAP EMEA South communications team is consistently aligned to GTM plans to drive a consistent message across key stakeholders, including SAP leaders and customers.

Ansophie Strydom stepped into the role of head of communications for Africa. Strydom will continue to be a part of the Global Corporate Affairs team and will be working in alignment with the other EMEA South Communications team members to ensure the effective cascade of the best of global communications activities and messaging to SAP Africa.

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