

Sage appoints top tech marketer and diversity champion

The CEO of a company that helps women advance into leadership roles has been appointed to the board of Sage.

Maggie Chan Jones, the founder of Tenshey and an experienced tech marketer across senior roles at global companies, has become a non-executive director of the accounting software giant. Revealing the move to the London Stock Exchange, Sage said Ms Chan was global software name SAP's first woman chief marketing officer and drove the firm's marketing efforts across 180 countries.

While at SAP, Ms Chan led a brand transformation project which Sage said had led the company to be recognised as "one of the world's most valuable brands". She was previously named as one of the most influential chief marketing officers in the world by Forbes.

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Tenshey offers executive coaching to help women achieve equality and inclusion in the workplace. The firm draws on Ms Chan's own experiences in securing C-suite positions.

Andrew Duff, chair, said: "I am delighted to welcome Maggie to the Sage board. She brings with her deep international marketing and brand experience gained from her time spent at some of the world's largest technology companies and will highly complement the skills we already have on the board. Maggie also brings with her a passion for creating diverse and inclusive cultures, and I look forward to the valuable contribution she will make in board discussions as we continue

to build an inclusive, high-performing and accountable culture at Sage.”

Ms Chan was previously a non-executive director of Avast plc and is currently a non-executive board advisor to Open Systems AG.

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