

Marval South Africa renames and appoints CEO

Marval South Africa, a specialist provider of service management solutions, education and consultancy, has announced the appointment of David Anderson as CEO. Anderson will be tasked with the implementation of business strategies and support the growth of the business. The company has further announced that due to its expansion and growth within Africa and the Middle East Asia (MEA), they have rebranded as Marval Africa.



David Anderson

"We are growing substantially within South Africa, Africa, the Middle East and Asia and are focused on further driving the uptake of our service management (SM) technology, consulting and education through partners in these territories. My aim is to streamline the general operations, assisting and supporting Marval Africa's growth strategy and ensuring sales targets are achieved," said Anderson.

Edward Carbutt, executive director of Marval Africa, will leverage this appointment to further elevate the company and its brand within these territories. Carbutt will continue to make use of his extensive knowledge in SM, the Marval brand and the Marval MSM software application to grow the business further.

"Due to the continual growth that Marval Africa is currently experiencing within these territories, it was a natural decision and progression to appoint a trusted person with the experience and expertise required to take on the general operations of Marval. Anderson has been with Marval on an advisory basis for approximately three years and he was therefore the ideal candidate for this position," said Carbutt.

Working his way through the ranks

Anderson has a B.Com and an Honours in Business Management. He started his career at one of South Africa's top financial institutions, working his way through the ranks and then moving on to Foster-Melliar as financial director. He was later appointed MD of the organisation. In 2006, he took on the role of MD of ITQ (a Simeka Group Company, now Morvest) and later become cluster executive of Simeka Limited.

Anderson has provided a consulting service to a number of clients for the past four years and assisted Marval with the design and implementation of its training courses, an important component of Marval Africa's offering. He has extensive knowledge of the SM market and has played a strategic role within a number of organisations over the last 15 years. This will allow him to leverage his expertise to support Marval Africa's strategy going forward.

"I look forward to the challenge this new role brings as well as taking Marval Africa to the next level. Being part of and playing an integral role within the Marval Africa team is an exciting opportunity. Part of my goal is to assist the team by streamlining the operations to support Marval's growth further and ensure back office processes and procedures are in place to support the Marval strategy," concluded Anderson.

For more, go to www.marvalsa.net

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