

# Digital Fuel Hires Peter Singh to Lead EMEA Sales Efforts

*Digital Fuel has hired Peter Singh as EMEA Sales Director to head up the firm's European sales efforts as part of their continued global expansion.*

LONDON, UK, May 11, 2017

/EINPresswire.com/ -- [Digital Fuel](#) SV, LLC ("Digital Fuel") has hired Peter Singh as EMEA Sales Director to head up the firm's European sales efforts as part of their continued global expansion. Peter will be responsible for growing the customer base and partnerships across Europe, Middle East, and Africa.

"European customers clearly treat IT as a major asset to the business and as such recognize the advantages of having real-time fact based actionable insights to plan, manage and optimize every investment they make" said Peter. "They also know that 1st generation approaches including rudimentary spreadsheets bursting at the seams, must be replaced by next-generation IT Business Management (ITBM) solutions. To keep their fingers on the pulse of the business in an accurate and timely way given the ever growing complex landscape of digital transformation, Mobile, hybrid-cloud, outsourcing and changing employment models etc."



“

We have a great set of blue-chip European customers using the Digital Fuel solution today across several industry sectors..We are looking for additional partners including local value-added resellers.”

*Peter Singh*

With the only full-featured on-premise and SaaS ITBM solution offered today, Digital Fuel is uniquely qualified to meet the end-to-end automation needs of European customers. Their flexible solution delivers the fastest time to value at the lowest TCO and implemented and supported by the industry's leading experts.

These features and more have allowed Digital Fuel to serve as a trusted ITBM advisor and partner to the world's largest companies.

“We have a great set of blue-chip European customers using the Digital Fuel solution today across several industry sectors,” said Peter. “As we grow in Europe we are looking for additional partners including local value-added resellers, systems integrators and vertical domain specialists in Government.”

Peter brings over 25 years of experience in the technology industry to Digital Fuel and was most recently VP for EMEA & APJ at Kaazing, an enterprise SaaS company. Peter previously held key positions with Computacenter, Oracle, Compuware, Logica and a couple of startup companies eventually acquired by Microfocus. Peter will be working out of Digital Fuel's London location.

**HOW CAN DIGITAL FUEL HELP?**

- GAIN TRANSPARENCY**  
Understand the cloud resources and IT services you offer, as well as your costs, quality, and consumption
- ALIGN IT WITH THE BUSINESS**  
Enable IT to meet the business expectations for each line-of-business (LOB)
- CIO TRANSFORMATION AGENDA**  
Demonstrate the value of new IT investments designed to accelerate business growth
- CONTROL AND OPTIMIZE IT BUDGET**  
Increase the economies of scale reducing IT unit costs and TCO

Digital Fuel Services

“We are pleased to add Peter to head up the EMEA Sales efforts at Digital Fuel,” said Rick Bigelow, Digital Fuel COO and General Manager. “Peter is very experienced in helping enterprise customers to solve business problems using best in class technology and creating win-win go-to-market partnerships globally, which is a key to our customer-first culture”

Ed Epstein, EMEA Regional Director added “We are excited to have Peter join the team. We see a lot of opportunity to continue to market Digital Fuel to businesses across EMEA and with Peter on-board we are well placed to meet the critical needs of our customers.”

#### About Digital Fuel SV, LLC

Digital Fuel is an ISV providing IT Business management (ITBM) software solution that provides transparency and control over the costs of cloud environments and quality of IT services. Its suite of products allows businesses to optimize costs and sourcing across internal virtual infrastructure/private cloud and public cloud. Infrastructure teams use Digital Fuel to understand the costs of supplying private and public cloud environments, while CIOs and IT executives can understand the costs of supplying IT services. Digital Fuel provides IT Financial Management Software, IT Business Management Software, IT Benchmarking, and Service Quality Management tools.

For additional information, please contact Public Relations at Digital Fuel at (925) 997-2557 or via email at [PR@digitalfuel.com](mailto:PR@digitalfuel.com) .

Stay connected with Digital Fuel by following our LinkedIn Account at <https://www.linkedin.com/company/digital-fuel>

Brett Arnott  
Digital Fuel  
(925) 997-2557  
email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2017 IPD Group, Inc. All Right Reserved.