

Biography

Dave Batt

Senior Vice President and General Manager, Global CRM,
Sage Group

Dave Batt is Senior Vice President and General Manager, Global CRM with Sage. Working closely with the Sage Group regional operating companies around the world that sell and support Sage products and services, Mr. Batt's global CRM organization is responsible for strategy, development, and product management of the Sage family of CRM solutions worldwide.

Mr. Batt comes to Sage with a rich background in the CRM industry as well as an accomplished career as a software industry executive. For the past 16 years he has led global marketing, sales and services organizations for market leading and early-stage software companies. Mr. Batt ran the middle markets division for Siebel in the late 90s and later served at Oracle as Vice President of CRM for the services industry. Most recently, Mr. Batt was General Manager for Microsoft CRM.

September 2005

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