



# HERE Technologies welcomes Deon Newman as Senior Vice President and General Manager for Asia Pacific

- *Newman joins from IBM, where he was most recently Chief Marketing Officer of IBM Cloud and Systems*
- *Based in Singapore, Newman replaces Jason Jameson who has taken on the role of Chief Customer Officer*

January 16, 2024

**Singapore** – [HERE Technologies](#), the leading location data and technology platform, is pleased to announce the appointment of Deon Newman as Senior Vice President (SVP) and General Manager (GM) for the Asia Pacific (APAC) region in its Singapore office.

Deon brings with him an impressive 32-year career, during which he has served in various global and regional leadership roles across brand, product, field sales and marketing in Australia, the United States of America, Europe and Asia. He is a seasoned industry leader experienced in leading global sales and marketing organizations, driving sustainable business growth, and building successful teams.

Deon joins HERE after spending more than three decades at IBM.

**Jason Jameson, Executive Vice President and Chief Customer Officer at HERE** said, "Our success in the APAC market has been fueled by a deep understanding of our customers and a commitment to market differentiation. I am confident that Deon's passion and strategic vision will propel HERE's business forward and solidify our leadership in location technology and services."

"I am truly honored and excited to join HERE Technologies to lead the APAC team. The APAC region is a hotbed of technological innovation and creativity, and I look forward to collaborating with our exceptional team, customers and partners to move the region forward," said **Deon Newman, SVP & GM for APAC at HERE**.

## **Media contacts**

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## **About HERE Technologies**

HERE has been a pioneer in mapping and location technology for almost 40 years. Today, HERE's location platform is recognized as the most complete in the industry, powering location-based products, services and custom maps for organizations and enterprises across



the globe. From autonomous driving and seamless logistics to new mobility experiences, HERE allows its partners and customers to innovate while retaining control over their data and safeguarding privacy. Find out how HERE is moving the world forward at [here.com](https://www.here.com).