

APG Appoints New Director of Sales & Marketing for EMEA

Submitted by: APG

Wednesday, 12 December 2018

Global manufacturer of cash management solution hires industry veteran to lead sales and marketing efforts in Europe, Middle East and Africa

Newhaven, United Kingdom –12th December 2018 – APG Cash Drawer, a global manufacturer of cash management solutions announces the addition of Keith Purvey to the position of Director of Sales & Marketing in EMEA. In this role, Keith will oversee APG's European sales activities.

Keith is an experienced Sales Director and leader with a proven track record within the POS technology sectors. As the Sales Director for eleven years at Star Micronics Europe Ltd (UK), he led the business to achieve outstanding sales success through a network of distribution partners and system integrators.

"It is a great opportunity for APG as Keith has fantastic knowledge, experience & skills in Channel development which will contribute to the success and growth of our business" stated Andrew Carr, Managing Director, EMEA. "As a highly experienced Sales Director and leader, Keith has a proven track record of leading teams."

"As a global cash management solution manufacturer, APG has set a high bar across the industry in providing value to all retailers across the globe," said Keith Purvey, Director of Sales and Marketing, EMEA. "I am excited to be a part of such a storied organization and look forward to expanding our reach throughout the industry and delivering solutions to improve the operations of our retail partners and customers."

Keith invites all his customers and industry friends to visit him at the National Retail Federation's Big Show in New York City, January 13-15, 2019 in booths 2451 & 2551. Schedule a meeting or contact Keith directly at Keith.Purvey@eu.cashdrawer.com.

About APG Cash Drawer – APG Cash Drawer, with over 40 years of experience, manufactures a wide range of highly durable and reliable cash drawers that are delivered quickly to the marketplace. APG has built a reputation as the supplier of choice for cash management solutions for retail, grocery, hospitality, and quick serve for thousands of customers throughout the world. Whether it's our general application cash drawer, custom designed solutions, or the SMARTtill® Cash Management Solution, our products and brand are differentiated by our ability to deliver innovative technologies that globally enhance efficiency and security at the point of sale. To learn more about our products, visit <http://www.cashdrawer.com/> or call at 763-571-5000. Follow us on Twitter at @apgcashdrawer and on Facebook.