

Craig Baty

Executive General Manager Marketing & Chief Technology Officer

Craig Baty is an Executive GM and CTO at Fujitsu ANZ and reports to the CEO Mike Foster. Craig holds more than 30 years of international ICT experience and is a well known technology industry adviser, having been a senior executive in the ICT advisory arms of Gartner Asia/Pacific and Japan and other research and advisory firms including Dataquest and Frost & Sullivan for 14 years prior to Fujitsu.

Craig is an active contributor to Fujitsu's Global CTO and Marketing Communities, which together drive thought leadership and the development of innovative and leading edge solutions for customers across the globe. These offerings include Fujitsu's Australian based Trusted Cloud, ICT sustainability, end user computing, data centres, managed services, and a comprehensive range of consulting and integration services.

Craig holds an MBA in International Business and Marketing (SGSM), is a Fellow of the Australian Institute of Management, and has commenced an 'IT in Japan' focused Doctor of Business Administration. He is also an active member of the Australian Information Industry Association NSW Committee, regular chair and speaker at the AIIA Marketing Forum, member of the Cloud Taskforce and Digital Economy Council (which Fujitsu Chairs), and part of NICTA's newly formed E-Gov Cluster steering committee.



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