

# Pypestream appoints general manager to drive growth in South Africa

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Business-to-consumer mobile messaging platform Pypestream has appointed Darryl Marcus as general manager for the South African branch of the company.



*Darryl Marcus, GM of Pypestream South Africa*

In his new role, Marcus leads Pypestream's local strategy, business development and revenue generation in the southern African region. He oversees planning, sales, marketing, operations and day-to-day decision making to drive adoption for Pypestream and continue the company's global growth strategy.

"Messaging and artificial intelligence are the two technologies driving a new era of customer communication," says Marcus. "Pypestream is leading the way by providing businesses with a secure chat channel that enables powerful one-to-one interactions with consumers."

South Africa has become a key market for Pypestream following its recent partnership with Discovery Health, one of the region's largest healthcare providers. Discovery Health is using Pypestream's network of sophisticated chatbots to streamline customer communication and improve customer service.

"Darryl is the perfect candidate to spearhead our growth in South Africa," says Pypestream CEO and founder, Richard Smullen. "With his wealth of experience in working with business process outsourcing and call centres, he will act as a point man for our current clients and explore new partnership opportunities in the region."

Marcus completed his Masters of Business Administration in 2009 and has 16 years' experience in the local business process outsourcing (BPO) and call centre industry. Prior to joining Pypestream, he worked with a number of leading local system integrators representing various international technologies including NICE Systems, VoiceGenie, Nuance, Microsoft, and Genesys.

Pypestream is currently headquartered in New York city, with additional offices in San Francisco and South Africa.

## About Pypestream:

Pypestream is an enterprise mobile messaging platform that leverages intelligent automation and chatbot technology to transform the customer experience. Using a patented framework of 'Pypes' and 'Streams', Pypestream allows businesses in all industries to chat with customers at scale via mobile messaging. With Pypestream, businesses can effectively increase customer loyalty, drive revenue, cut communication costs and streamline operations. Since launching in December 2015, more than 10,000 businesses have adopted Pypestream to improve their customer communication. The company is headquartered in NYC with nearly 100 employees.

Visit [www.pypestream.com](http://www.pypestream.com) for more information or download the app for iOS and Android.

## Editorial contact

Darryl Marcus  
General Manager,

Pypestream South Africa  
+27 (0)82 880-6220  
[dmarcus@pypestream.com](mailto:dmarcus@pypestream.com)

Karen Heydenrych  
Communikay  
+27 83 302 9494  
[Karen@communikay.co.za](mailto:Karen@communikay.co.za)  
Twitter: [@KayHey09](#); [@communikaysa](#)  
Skype: k.heyden72  
[www.communikay.co.za](http://www.communikay.co.za)

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