

Ashley Sanichar

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Executive Summary

Information Technology, Business and Sales Leader

An engineering and MBA graduate with over 22 years of Information Technology experience, I have had a **strong business** and **technical foundation** early in my career with wide **international business management** and technology **services** experience in the last 15 years. I have been able to successfully use my formal education and training to achieve my personal and career goals whilst contributing to modernising clients.

I am a **customer-centric** business leader, proficient in leading and contributing to new technology projects designed to enhance efficiency, functionality, productivity and profitability. Acknowledged for capacity to tackle challenging issues, new markets, analyse viable alternatives, and provide innovative solutions that reside well within clients' financial and time frameworks. **Persistence**, **personal integrity**, and channelled energies are major strengths consistently cited by peers and clients alike, a universally praising team spirit, **independent work habits**, and the determination to **conquer business challenges**. A resourceful, **life-long learner**, **embracing knowledge as a tool for improved problem-solving** effectiveness as well as taking on challenges as a **turn-around specialist**.

Career Achievements and Highlights

- Successfully assisted Government, Education and Law Enforcement with technology changes in the last 10 years.
- Grew sales at Microsoft in various roles between 30% to 100% during my tenure.
- Successful delivery of IT infrastructure and Services for European and American companies in IBM Bangalore ahead of schedule under severe time and cost pressures from the client.
- Management of the total IT and Infrastructure services for IBM South Africa by continuously improving business performance, service quality and customer satisfaction.
- Deployed many large scale infrastructure, CAPEX intensive projects during my tenure as local CIO, including a new voice infrastructure, new multifunction print solution and data centre consolidation. All successfully deployed, under budget and on time.
- The youngest local IBM CIO and subsequently seconded to develop services in India based on these accomplishments.

Areas of Strengths

- **Sales Leadership and Performance** – Consistent and proven track record of direct sales engagement as well as sales team performance management.
- **Market and Business Insight** - Strong understanding of corporate organisation and government. An up to date understanding of current business and market trends. The exceptional use of research in order to establish facts thereby increasing knowledge and ability in problem resolution.
- **Project and Resource Management** – Familiar and experienced with project leadership of large global technology implementation projects. Ensuring timely delivery and execution of deadlines whilst balancing this with efficient implementation. Leadership support to teams with a focus on team building, coaching, mentoring, learning and delivering value.
- **Improving Performance** – Analysing the causes and sources of underperformance, and to take timely action. A proactive approach to resolving business issues. Using analytical as well as commercial skills to evaluate situations in terms of viability and profitability.

- **Diplomacy and Negotiating Skills** – Professional negotiating skills with the ability to adapt style and techniques. This coupled with being a skilful presenter and strong at representing the interests of the team and the wider organisation.
- **Disruptive Thinking** – Being able to generate new ideas and willing to try new approaches. Bridging the gap between needs/future requirements and present operations.
- **Networking** – Being a good network builder with a wide range of industry contacts. Excellent at working unselfishly with others, sharing ideas and strategy. A diplomatic style which helps to influence direction and decisions.

Professional Background

Axon Enterprise, Johannesburg, RSA

Managing Director – Sub-Saharan Africa, March 2017 to Present

Bringing the Fourth Industrial Revolution to Policing in the Southern African market, focussed on Government and other Law Enforcement agencies. Introducing Digital Evidence Management, Body-Worn Camera's, Non-Lethal Weapons, Artificial Intelligence and Data Analytics into crime fighting.

- Key wins in Nigeria, Angola and finalising South African Police Services.

Microsoft, Johannesburg, RSA

Central Government Lead, September 2014 to February 2017 (Targets of \$66m Annually)

Director managing a team of Senior Executives and Technology Strategists to deliver on the largest portion of the Microsoft South Africa Public Sector portfolio focussed on the key National Government Departments. Working with partners and drawing on the extended Microsoft team from across the business and geography. Clients include: South African Police Services, South African Revenue Services, Department of Home Affairs, Department of Defence and Military Veterans, Denel, Armscor, South African Post Office etc. Headhunted by Axon Enterprise / Taser International.

- Achieved quota for each year in the role by building a long-term sustainable sales motion for the Microsoft team with the National Government

Microsoft, Johannesburg, RSA

Industry Solutions Lead – Public Sector, April 2012 to September 2014 (Targets of \$131m Annually)

Leading a team to drive Industry Solutions in the latest technologies and solutions for Microsoft Public Sector clients through consulting services and partners. Guide and develop the team to find and deliver new opportunities in the following Industries: Public Safety & National Security, Government, Education and Health.

- Achieved all sales targets in this role.
- Conceived, Planned and Deployed 8 apps for Public Sector.
- Recruited 33 Microsoft Solution partners into co-selling industry solutions (including the Microsoft CityNext program) since inception of this team.
- Key projects deployed include City of Cape Town, National Prosecuting Authority and a further 5 references for Industry solutions.
- Delivered Green metrics for Public Sector where solutions were required both in South Africa as well as MEA.

Microsoft, Johannesburg, RSA

Senior Account Director, Jan 2010 to June 2012

Appointed as a Senior Account Director to manage the relationship and Microsoft strategy for all Universities, Departments of Education and Research Institutes in South Africa. To provide thought leadership on academia and education.

- All 23 Universities in South Africa are now signed up to Microsoft. Overachieved quota for FY10, FY11, FY12.
- Planned and executed three highly successful National CIO conferences on behalf of Microsoft SA as attested to by CIOs, executive management and colleagues.
- Significantly improved the strategic relationship with university CIOs in the short time frame as attested to by the CIOs and the numerous major competitive project roll outs being implemented. Microsoft is now a strategic partner to Higher Education as attested to by their wide adoption of our technology across the board.
- Achieved a customer satisfaction rating (CPE Rating) of 152 points (highest in public sector) for FY11, 161 points in FY12 – far above the benchmark required.

HP, Johannesburg, RSA

Education Services Country Manager, 2008 to Dec 2009

Appointed as a turn-around specialist to bring the Education Services business back on track within 12 months. Set the strategy for short and long-term growth using new methods and utilising latest technologies for growth.

- Brought stability and structure into the business in 2008/2009.
- Introduced new and improved processes and efficiencies into the business by driving sales through the established sales organisation and the partner channel.
- Improved TCE (Total Customer Experience) to 5 points above the benchmark (80points).
- Signed long term training deals with 3 major clients in the last 12 months of the role despite tough market conditions.

HP, Johannesburg, RSA

Client Business Manager, 2006 to 2008

Overall ownership and development of HP Technology Services into Telkom and MTN.

- Drastically improved service delivery and Total Customer Experience in the account by implementing structured governance, clear communication channels, a customer centric vision and a sense of ownership in the team, commended by MTN CIO and Telkom Infrastructure Executive.
- Successful sales and delivery of projects from Consulting & Integration and Technology Services as well as initiatives at all stages of the sales cycle with partners, pre-sales, sales, marketing and operations

IBM, Bangalore, India

Global Computing Project Executive, 2004 to 2006

Deployed to Bangalore on an expatriate assignment to manage and own the implementation of IBM Outsourced Services into India for Europe and USA.

- Successful delivery of IT infrastructure and Services for European and American call and contact centres (2000 seats) in Bangalore ahead of schedule under severe time and cost pressures from the client. Also delivered similar infrastructure and services for IBM South Africa (1000 seats) for their Integrated Delivery Centre in Sandton.
- Returned to South Africa to lead and develop sales in the Industrial and Mining sector and was subsequently headhunted by HP after two months.

IBM, Johannesburg, RSA

CIO of IBM South Africa, 2002 to 2004

Ownership and management of the total IT and Infrastructure services for IBM South Africa. To continuously monitor business performance, evaluating exposures/opportunities and taking necessary actions to improve performance including expenses, service quality and customer satisfaction.

- Consistently reducing IT spending by cost efficiencies and consolidation of services. R7 million cost savings in 2002 and 2003 due to efficiencies, vendor management, contract management and Infrastructure consolidation.
- Deployed many large scale infrastructure, CAPEX intensive projects during my tenure as CIO, including a new voice infrastructure, new multifunction print solution and data centre consolidation among many others. All successfully deployed, under budget and on time.

IBM, Johannesburg, RSA

Tivoli and Notes Consultant, 1997 to 2002

Since the start of my career as an intern, I progressed from a Lotus Notes specialist to a Deployment Manager and finally moving into a Tivoli Consulting role. Numerous promotions and recommendations based on excellent delivery. The youngest Certified Lotus Notes specialist becoming a Deployment Manager and finally moving into a Technology Consulting role.

- Lead consultant that successfully designed and project managed the deployment of Tivoli systems at major IBM clients including Nedcor, Spoornet, SITA and the Botswana Government. Certified on Tivoli within 5 months of joining the team.
- Planned and managed the successful deployment of Lotus Notes R5 to 2000 employees at over five sites. Maintained customer satisfaction on the project at 7.9 with a target of 7.0 out of 10 in South Africa.
- Formed an integral part of the team that successfully deployed Lotus Notes R4 and Internet to 2000 IBM employees within budget and a month ahead of schedule (70% of employees had never used a PC previously.) Became the only Certified Lotus Professional in the Lotus Notes Team at IBM South Africa. Placed onto the IBM Top Talent program and was asked to join the Office of the CIO.

Education

M.B.A., Master of Business Administration, 2003

UNISA SBL, an Open University (UK) program, Johannesburg, RSA
Internationally recognised MBA program. Majors include: Strategy and Finance

Diploma in Management, Advanced Professional Management Program, 2001

Open University (UK) via UNISA SBL, Johannesburg, RSA

Professional Certificate in Management, 2000

Open University (UK) via UNISA SBL, Johannesburg, RSA

ND: Engineering, Computer Systems, 1996

ML Sultan Technikon, Durban, RSA
Best Overall Performance 2nd Year Award - 1996
Best Design and Implementation Award for Design Project III - 1996
Best Overall Performance 1st Year Award – 1995

Abridged Additional Training

The Psychology of Criminal Justice (2020) – The University of Queensland, Executive Consultative Selling (2018) – Rain Group, Learning to Say No (2017), Leading the Way in Public Sector (2016) – London Business School, Persuasive Selling (2016), Microsoft Senior Manager Fundamentals (2012), Helping Clients Succeed (2011), Microsoft Solution Selling Program (2010), GIBS Senior Leadership Development Program (2008), Telecoms mini-MBA (2006), IBM Signature Selling Method, Cynefin Chaos Theory (IBM), Delegate at the Leadership Shines Through Conference 2003, Leadership Development (IBM), ITIL Foundations v2, Tivoli Suite (7 courses), AIX, Lotus Notes (5 courses), Business Solutions on the Internet, HTML, Internet Security and Firewalls, TCP/IP, Java Programming, Managing Change, Customer Relations, Time and Self-Management, Interpersonal Skills, Project Management – MITP



Awards

Microsoft Public Sector Directors Award – July 2013
Microsoft South Africa Overall Customer and Partner Experience Award – July 2011
Microsoft Customer and Partner Experience Award – December 2010, March 2011
Worldwide Microsoft Lighthouse Competitive Win Award – April 2010
Best Total Customer Experience in HP MEMA - 2008
Yes! Award from IBM Consulting Services for valued contribution - 2003
Bravo Award – IBM – for consistently high performance - 2000
Outstanding contribution to helpdesk training – IBM – 1997
Consistently performing above level and maturity – IBM – 1997

Affiliations and Memberships

(2006 - 2010) - Trustee - HP Retirement Fund, Appointed Principal Officer February 2009, HP South Africa
(2002 - 2004) - Member of the Strategic Outsourcing Management Board at IBM South Africa
(2002 - 2004) - Board Member on the Diversity Council, IBM South Africa
(1999 - 2001) - Chairman of the IBM Technical Community, IBM South Africa

Endorsements and Recommendations

<p>Reference One: Mr. Niral Patel – Managing Director – Oracle South Africa – 0834404872</p>	<p>Reference Two: Mr. Johnny Gounden – Consultant – Ex IBM Director – 0825798833</p>
<p>LinkedIn Endorsement One:</p> <div data-bbox="124 479 172 528">  </div> <div data-bbox="177 479 336 566"> <p>Kabelo Makwane Managing Director Operations at Accenture <small>March 30, 2015, Kabelo managed Ashley directly</small></p> </div> <div data-bbox="347 479 770 607"> <p>A incredibly smart, gifted individual with many talents who inspires everyone around him to do more because he is a perfectionist who takes pride in his craft and completes all projects with diligent attention to detail and takes pride in mastering his craft... albeit soft spoken and very unassuming... would be an asset any business. Great team player!</p> </div>	<p>LinkedIn Endorsement Two:</p> <div data-bbox="823 479 871 528">  </div> <div data-bbox="876 479 1035 566"> <p>Mteto Nyati Group Chief Executive at Altron <small>March 23, 2015, Mteto managed Ashley directly</small></p> </div> <div data-bbox="1046 479 1453 566"> <p>Ashley is a dependable, hard working strategic thinker. He is a champion of the customer in any environment he finds himself in. He leads by example and has a good track record of high performance.</p> </div>