

**Garsen Naidu****Regional Sales Manager: Enterprise**

Garsen was appointed as the Regional Sales Manager for Enterprise at Cisco South Africa in October 2015. In his current role Garsen, together with his team, works closely with Cisco's most strategic customers in the Financial Services, Mining, Manufacturing and Energy vertical industries to help them realise the full potential of technology in delivering strategic business outcomes through customer centric technology solutions that enable their businesses along their digitisation journey. As part of his current role he is responsible for managing Cisco's South African enterprise business, it's go to market strategy and specialises in structuring complex deals and operating support models.

Prior to his current role, Garsen was the Client Executive for Energy Vertical at Cisco Systems where he developed Cisco's Energy vertical into a key strategic business for Cisco, working closely with strategic customers to design bespoke solutions that support the electricity utilities grid modernisation journey within the South African context by leveraging Cisco's global experience and expertise.

His academic achievements include a Masters in Business Administration (MBA with distinction) at GIBS as well as a Bachelor of Science in Engineering (Electrical) – Information Systems at WITS. Together, those achievements have allowed him to further develop his leadership skills and business acumen. He began his career in the South African Aerospace and Defence industry as an electrical engineer and moved on to a business development and sales role where he developed key target markets in South America and East Asia securing strategic sales.