



Garsen Naidu
Head of Channel, Cisco Sub-Saharan Africa

Garsen Naidu was appointed as the Regional Sales Manager for Cisco Southern Africa in October 2015 and in July 2017 was promoted to Head of Channel for Cisco's Sub-Saharan Africa region which includes Southern, Eastern, and English-speaking Western Africa. In his current role, Naidu leads a partner sales team that is focused on unearthing partnerships that enhance the digital transformation journeys of Cisco customers in the region.

Naidu joined Cisco in 2010 as an Enterprise Account Manager and he immediately transformed the scale of Cisco's Energy business; which at that time was the largest for an enterprise customer in South Africa. His career trajectory with Cisco has continued to escalate in a very impactful way since then.

He began his career as a Software Development Engineer in the Aerospace industry designing software and hardware systems for missile target acquisition and navigation systems. His sales career began when he redefined the sales strategy for Denel, a South African Defense and Aerospace company. Following a rationalisation of the sales organisation, Naidu successfully concluded key deals for the company in East Asia.

Naidu's academic achievements include a MBA (distinction) from GIBS, a B.Sc. in Engineering – Electrical – Information Systems and a Diploma in Electrical Engineering.

He is married and has a son.