

PFUNGWA SERIMA

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EXECUTIVE SUMMARY

I am a qualified and well developed Strategy & Operations professional with extensive organizational leadership and program/solution development experience. Adept at managing large teams through strategic planning, effectively communicating with all levels of leadership, tracking progress, and ensuring efficient resource allocation. Experienced in the design and implementation of policies and procedures, as well as consistently assessing needs to impact performance. Have had hands on experience working with established and new institutions (both Private and Public Sector) across the Africa Continent. I have 32 years working experience, 19 years of which have been at Organizational Leadership level. I have established, developed and led successful sales and marketing teams throughout the period I was a leader. I bring years of related experience and key strengths in the following areas:

- Organizational Development - Enterprise Sales and Marketing Experience - Team Building/Leadership - Project Management - ROI Analysis - Risk Management - Resource Allocation - Process Improvement	- Business Consulting - Project Portfolio Management - Financial Analysis/Reporting - Strategic Planning - Program Coordination - Operations Management - Project Scheduling	- Cross-Functional Supervision/Training - Client Relations & Presentations
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PROFESSIONAL EXPERIENCE

Metrofile Holdings
Group CEO

February 2016 – Present

I joined Metrofile Holdings in 2016 with the responsibility to lead, grow, expand and transform the Group's business. The appointment came at a time my predecessor was going on retirement. In the four years I have been with the Group, my primary areas of success have been the following, amongst many

- Grew customer base to 18 000 named customers
- Metrofile is now the largest provider of information storage and Management in the respective jurisdictions we operate in. We are currently the leader in the Middle East and Africa Region.
- I am currently leading the acquisition discussions between Metrofile Holdings and an international Private Equity firm
- We have developed a business with a strong Annuity revenue base. 70 % of our Revenue is annuity and it is our plan to get it to about 80% within the next 18 months.
- With the current pandemic challenges, we have started growing our digital business to complement our traditional records storage business. We expect this business's growth to be above 80% year on year.



Executive Chairman

July 2015 – January 2016

After seven years of successfully leading and growing the SAP Africa Business Unit, I was promoted to **Executive Chairman of SAP Africa**. My responsibility included

- Drove the strategic direction of SAP's business in Africa,
- Responsible for the overall Growth Strategy and execution
- Drove the Go to Market Plan across all key industries and core countries.
- Overall responsible for the Performance of the SAP Business (All lines of Revenue).
- Drove key Business Relationships with International Institutions Like World Bank, European Union, International Monetary Fund, Africa Union, Africa Development Bank. This also includes some key countries like, United States, United Kingdom, France, Germany, China and Japan; amongst many.
- Chair the Board of SAP Africa.

Chief Executive Officer (CEO) – Africa

Jul. 2008 – June 2015

- Led and executed the SAP Continent expansion program (Established 5 Regional Offices – each Region Managed by an MD Reporting to me).
- Executed the Workforce Recruitment program across the Regions.
- Led 3 Acquisitions Mergers into SAP, namely Business Objects, ARIBA and Sybase.
- Increased SAP Market Share Across the continent (led sales efforts that resulted in SAP being a preferred Partner by key/signature customers in all Regions). List of customers may be shared and/or discussed if required.
- Increased SAP Partner Community (Tripled).
- Drove the SAP Skills Base across the Continent (Certified SAP professionals tripled during my tenure).
- Pioneered the establishment of SAP's Skills for Africa (Skills for employability) program. 340 youths trained and employed to-date.
- Established and executed the SAP Africa Growth Strategy (\$500 Million from the SAP Strategic Reserves).
- Quadrupled SAP Africa Revenues over a period of 7 Years.
- Led SAP Africa to be in the top 3 highest performing Regions in EMEA (Europe, Middle East and Africa) over a period of 5 years.
- SAP Africa was named Number 1 Performing Region in EMEA in 2013.

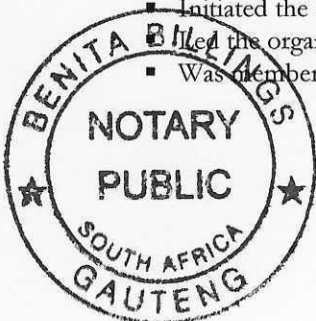
Managing Director (2006 -2008)

Jun. 2004–Jun 2008

Managing Director (2006 -2008)

Services Director (2004-2006)

- Joined Microsoft as **Services Director (2 Years)** and then promoted to be the MD of the Organization in June 2006.
- Was responsibility for Delivery and support of Microsoft solutions across existing and new customers;
- Drove the Microsoft Innovation Strategy in all Industries (Directly and VIA Microsoft Certified Partners);
- Led all New product Launches and Sales Execution across the country.
- Was Instrumental in the Development Microsoft Certified Partner Program across all Industry Segments
- Initiated the first Microsoft Academy School targeting previously marginalized youths
- Led the organization to a Double Digit Growth Across all key Business Segments
- Was member of the Presidential Advisory Council on Information Technology



Accenture South Africa

April 1998 – May 2004

Began my career in Accenture as a Senior Manager and then Promoted to CEO of Accenture Technology Solution (ATS) in 2001.

CEO (Accenture Technology Solutions)

- Created an organization of technocrats in Microsoft, SAP, Oracle and Natural Adabas (300 Consultants)
- Led all Project Management initiatives across the respective Technology product Areas
- Trained business partners, functional teams, and process experts on how to leverage delivery best Practice in the four main Technology areas of focus
- Managed to significantly Reduce some key project cost drivers namely (Deliver Time, Cost Rate)
- Rationalized Managed Services processes and procedures across most of Accenture Customers .

Accenture Senior Manager

- Consistently delivered savings through precise monitoring of program/project costs and rapid action on expected vs. actual metrics.
- Coordinated and managed multiple ongoing projects and teams (offshore and onshore) within the SAP BI/BW reporting domain.
- Plan, monitor, and report progress on activities/project tasks and identify resource constraints
- Examine and quantify resources being applied, and allocating these to the appropriate initiatives.
- Analyze the interrelationship between all projects within the portfolio, with specific emphasis on resource management.
- Achievement: Successfully delivered on all projects fines.

Zimbabwe Sun Hotels

Aug. 1997 – Mar. 1998

Group Reservation Executive

- Was Responsible for all Business Intelligence/customer data analysis Across the 17 Group Resort Properties.
- Provided all customer Relationship coordination between the Group and various Sources of International visitors to the Resorts
- Trained all Front Office teams on how to manage guests.
- Provided and managed all Yield Management tools across the Resorts

NCR

Apr 1995 – Jul. 1997

SAP Basis Consultant

- Advised Business Intelligence (BI) domain users and reporting Subject Matter Experts on SAP systems reporting capabilities.
- Created required SAP ad hoc reports for each work stream and each business partner/process expert.
- Trained business partners, functional teams, and process experts on how best to leverage SAP reports for their respective functions and within the reporting domain.
- Achievement: Improved system performance by advising on what requirements and parameters could be satisfied by SAP or SAP BI/BW.
- Designed and defined data fields; imported and converted client data to other formats (tab delimited, most especially) using DataJunction, a Citrix client on Oracle database.
- Created queries and generated reports using SQL.
- Served as focal point for communication and resolution of implementation and administrative issues.
- Served as the Technical Expert for the first three SAP Implementations in Zimbabwe.



National Social Security Association
IT Manager

Jan 1993 – Mar. 1995

- Member of the Social Security formulation Committee. Developed the Social Security Policy for the country
- Designed all Social Security Administration Processes (Contribution, Claims, Compliance, and auditing)
- Developed the Interim and comprehensive IT solutions to automate the Social Security Scheme
- Was responsible for the deployment of the system across the Country, Training and compliance.

Grain Marketing Board
IT Manager

Jul. 1990 – Dec. 1992

- Developed and implemented Grain Administration Systems, encapsulating the Farmer to Market management processes.
- Designed and implemented a Network infrastructure to support ease of managing remote depots
- Deployed a Farmer payment system, connecting the Farmers to the Local Banking system
- Deployed Management Reporting System with real-time capabilities to ensure ease of managing Grain Strategic Reserves.

President's Office
Systems Analyst

Jan. 1989 – Jun. 1990

- Designed and defined data fields; imported and converted client data to other formats (tab delimited, most especially) using DataJunction, a Citrix client on Oracle database.
- Created queries and generated reports using SQL.
- Served as focal point for communication and resolution of implementation and administrative issues.
- Achievement: Facilitated company-wide training course and documented comprehensive training materials, which were included and used in core training curriculum for New Hires.
- Trained team on building and maintaining financial reports.
- Designed a Dashboard Proof of Concept (POC) to C-Level suite using Oracle Hyperion Web Analysis 9.3
- Managed issues associated with the project work streams.
- Achievement: Reviewed and performed a complete audit of the reporting repository prior to the start of this project to ensure that all reports in the repository were needed and utilized. This led to a more organized repository with reports properly named using the right nomenclature

UNIVERSITY QUALIFICATION

- University of Zimbabwe – Bachelor of Business Studies and Computer Science

DIRECTORSHIP

- Wesbank - Former Non Executive Director
- Director – Southern African – German Chamber of Commerce and Industry

REFERENCES (CONTACT DETAILS WILL BE MADE AVAILABLE ON REQUEST)

- Simon Paris – President and Global Sales Officer at Misys. Former President – Industry Cloud - SAP
- Gordon Fraser – Former MD of Microsoft UK,
- Wayne Furphy – Former Managing Partner – Accenture
- Cheick Diarra - Former Chairman Microsoft Africa
- Franck Cohen – Former President EMEA – SAP
- Darren Roos – CEO of IFS

