

BIOGRAPHY



Yugen Naidoo

Country General Manager Southern Africa
Lenovo ISO Group

Yugen Naidoo is responsible for the strategy, go to market and P&L with the ultimate goal to accelerate Lenovo brand and overall business growth across all countries within the territory from Angola to the Indian Ocean Islands.

As the head of Lenovo's Southern African region, Yugen owns the development of the business vision and strategy and overseeing execution and delivery on all Go to market plans. His biggest mandate is supporting the intelligent transformation journeys of Lenovo's pocket to cloud strategy with key customers and partners in the region and supporting the Lenovo's brand ethos of delivering Smarter Technology for All.

Yugen is very well known as a decisive and charismatic Business Leader with over 20 years of insightful experience, who brings grit, motivation, and energy in driving high performing sales and support teams. He is an experienced professional known for building and fine-tuning strategies to execute the company's plans, goals and objectives.

He has a strong customer centric and channel first approach to ensure all decisions are made keeping these factors as the core to the process, combined with his leadership abilities, allowed him to deliver and exceed the Sales KPIs and to overachieve in highly competitive markets and challenging economic conditions.