

## Sham Moodliar

**CEO of Datonomy Solutions. Process and Innovation Advisor. Initiator of the Hambasafe app. Founder of Ape Town skate clothing.**

Sham's career has been characterized by his ability to understand all levels of an organization - from the shop floor to the C-suite - and optimize processes through innovation and customer centricity. He understands that one of the key drivers of business is to provide the best quality service and the lowest price, and this is one of the many reasons he is called upon by companies to streamline processes and embed a value system that has a multiplier effect. Once the change has been adopted within the business, the benefits start to mushroom and become tangible, measurable results with long-term staying power.

Sham's 20+ years of optimizing processes and strategy have always been underpinned by his willingness to get his hands dirty. His Agile approach of small releases, live product adaptation, reverse-engineering and sticking to winning design principles are ahead of their time, especially when viewed within his Connected Value Creation (CVC) philosophy - a paradigm shift from Shareholder-Only focus to a Shared Value focus.

Sham's work on the Shoprite Innovation Council is just one example of how a major corporate is leveraging his skills and experience to catalyze positive growth. Sham is also one of the Privateers, the Shoprite cohort of industry disruptors and game-changers that are putting their heads together to develop creative solutions to complex issues.

He was also a guest lecturer on leadership and resilience at the UCT Graduate School of Business.

But it was after the tragic rape and murder of a local teenager in 2016 that Sham developed the idea for a community-safety app. Calling on industry and individuals alike, Sham mobilized the Cape Town tech scene and a Hackathon was born. This Hackathon was supported by the private and public sectors, and resulted in the development of the Hambasafe app.

Silicon Cape took notice, and Sham was asked to unpack his approach to Hackathons and their important role they play in developing the technology sector.

Sham's early career saw him starting at the bottom at Fedex UK, they soon saw and understood his ability to collaborate for effective change and made the decision to subsidize his MBA in Implementing Strategic Change. This, coupled with his star turn on their Leadership Programme, primed Sham for his assignment as Head of Country Operations, first in the Netherlands and then across Europe. He was handed the poorest-performing locations and promptly turned them into some of the best. He led the reorganization and process efficiency teams, winning performance awards, before taking up Senior Management responsibility for the Benelux region.

Accenture beckoned, and hopping between London and the Netherlands, Sham set up a new business for outsourcing finance and control, whilst at the same time

running Royal Dutch Shell's \$700-million Global Sarbanes-Oxley programme office. He was asked to join the Gallia leadership team for finance and performance management, and steered global projects to improve performance in the areas of finance, process engineering and optimization, and business development. These were all large scale programmes with performance improvement at their core, which saw better than average results because of Sham's insistence on collaboration, from the factory floor to the C-suite.

SITA Aero took notice and offered Sham a Global Director role where he helmed systems and process optimization across Amsterdam, Switzerland and the Czech Republic. He was responsible for shared services situated across five continents.

As a strategy consultant for the Dutch firm &Samhoud, Sham led CEO and Board-sponsored business transformation programmes involving vision and strategy formulation and implementation, leadership and team development, and change and business transformation. This was extended to some of the largest companies in the world (the likes of T&T and Red Bull). He implemented a next-gen Lean programme that went beyond short-term cost saving; but created a culture of continuous improvement (saving the business about 200 million Euros in the process).

Moving his young family to Kuala Lumpur in 2009 for &Samhoud, Sham was sent to Asia to open offices in Indonesia, China and India, before deciding to return to Cape Town, and specifically the surfer's paradise on the southern tip.

Back in SA, Sham was tasked with optimizing all store operations across the Woolworths group, and succeeded in designing a solution that not only decreased operational costs but also increased customer and employee engagement. This was a significant disruption to business as usual, and proved to be the right intervention at the right time.

Following the Hambasafe app and its subsequent media exposure, Myschool identified Datonomy as the right technology company to build the MySchool app. Datonomy staff enjoyed the opportunity to be work on a product with true social value, the client was thrilled with the app, and it has grown organically - donating R1.7-million per week to worthwhile causes.

While corporate glad-handing and the appropriation of value-centric business models abound, Sham and Datonomy can provide tangible financial and societal results. Far from the corporate sycophants who parrot buzzwords and slogans.

Sham's value system has been carefully honed from decades in the trenches of the corporate world. He's seen the good, the bad, and the downright inexcusable, and made a conscious decision to do well only by doing good. He believes fundamentally that everything and everyone is connected, and it is only by recognising and honouring this connection that we can lead the world to greater heights. Forget the silo-thinking that has led to mass inequality and disparity between all colours, creeds and cultures. Sham's guiding principle of Connected Value Creation (CVC) is what has made him a driver of change at Datonomy Solutions - the company that he has made a home since 2015. From this

philosophy, an operating model and a practical methodology with toolings were born, that are passed from the company to its clients, and to society at large as a catalyst for nation building.