



Software that Works

Biography

Sandy Pullinger



Sandy Pullinger, managing director of nFold (Pty) Ltd, is a seasoned entrepreneur. She has more than 15 years of experience in the software and Internet sectors, gained principally as founder of nFold, also in various sales, marketing and new business development roles at the Internet Solution (an Internet Service Provider) and by founding Glomas Africa (a software distributor). While Sandy's experience has been mostly commercial, her training was technical. She graduated from UCT in Computer Science with first class honours and is educated in business strategy. In 2006 she was selected as a finalist for "Top ICT Businesswoman of Africa" by ForgeAhead. In 2007 she was selected a finalist for the TWIB awards by the Department of Trade and Industry.

Finalist: Most Innovative ICT Company
Finalist: Top ICT Businesswoman of Africa



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Experience

Founder & Director

nFold (Pty) Ltd
Software, Advocacy and Consulting

Apr 2001 - current

In 2006 nFold was selected as a "Tech Top 100" company by the DaVinci Institute and was a finalist for "Most Innovative ICT Company" award managed by ForgeAhead. nFold's software specialists conduct research, offer impartial advice, award innovative users and showcase competing vendors. The company also markets through its reseller channel, niche software that is quick to deploy, affordable to mid-sized companies and delivers a specific benefit. nFold truly cares about customers and strives to provide consistently excellent service, with a smile.

Founder & Director

BizOS Business Operating Systems (Pty) Ltd
Business Intelligence Software Start-up

Jul 2000 – Mar 2001

Fulfilled the role of director for a new business intelligence software company, co-founded with ex-colleagues and publicly registered in September 2000. Appointed bankers, auditors and legal advisers. Actively involved in company strategy, product design, project management, marketing collateral, budgeting and cash flow management. Generated some consulting income while the product was in development. Appointed and managed employees. The software engineers developing the software chose to emigrate before product development was completed.

Access Product Manager Infrastructure

The Internet Solution, Dimension Data
SA's leading Internet Service Provider

Nov 1999-Jun 2000

Joined a newly formed new business development team in IS' Infrastructure division. Was appointed product manager for Access products. Repackaged IS' traditional Internet connectivity solutions to suit different target markets, which involved bundling suitable Access services for commercial, corporate and ISP customers. Created and implemented a dealer programme. Evaluated the commercial feasibility of new products before development. Arranged several sales incentives and direct marketing campaigns, including a launch event for the dealer programme.

Product Manager e-Commerce

The Internet Solution, Dimension Data
SA's leading Internet Service Provider

Jan 1998-Oct 1999

Appointed to a new software products division. Was responsible for maintaining supplier relationships and enabling product sales (for Autonomy, Vignette StoryServer, and ATG Dynamo software). A key aspect of the work was training, motivating and supporting IS' direct sales team. Generated a healthy product pipeline and closed sales in excess of \$800,000 within 9 months. Presented at a public conference on Knowledge Management. Arranged direct marketing initiatives, including business breakfasts with international guest speakers. Spoke at breakfasts.

Business Unit Manager e-Commerce

The Internet Solution, Dimension Data
SA's leading Internet Service Provider

Jul 1998-Dec 1999

Was involved with Webmodules product development from early in 98, including product feature definition and managing five concurrent projects. Still managed & mentored account executives, but was now also responsible for building and promoting this product unit and for the unit's contribution to turnover, including budget definition and management. Defined and implemented a reseller programme. Signed up and managed a handful of resellers. Spoke at promotional events.

Web Sales Manager e-Commerce

The Internet Solution, Dimension Data
SA's leading Internet Service Provider

Oct 1997-Jun 1998

Appointed to the e-Commerce management team, comprising 6-8 people. Managed a sales team of 5-8 Account Executives in Johannesburg and Cape Town branches. The team acquired business worth over \$1,000,000 in 9 months. Implemented new leads and sales systems and an induction program. Spoke at public conferences. Reported directly to David Frankel (Joint MD).

Account Executive e-Commerce

The Internet Solution
SA's leading Internet Service Provider

Oct 1996-Sep 1997

Web Site and Intranet sales consulting with corporate accounts at an executive level. Facilitated workshops and managed projects. Customers were typically the Marketing and IT directors of Blue Chip companies. Accounts included: Eskom, NBS, Kohler, Medscheme, NBI and Dimension Data. Attained targets of R150,000 per month, and completed at least 30 projects. Acquired business for and managed a web team comprising 2 designers and a developer. Spoke at web site launches.

Entrepreneur

Glomas Africa Turnkey Information Management Systems

Dec 1992-Sep 1996

Set up the Johannesburg office of Glomas together with a university friend in 1993, marketing Cuadra STAR software and building up a client base. Customers included Anglo American, AECI, CSIR, FNB Museum, HDTC, HSRC, Mintek, and Museum Africa. Addressed large audiences at S.A. Online User Group meetings, several times. Worked in the sister-company offices in Germany amounting to several months in total. Presented at annual User Meetings. Responsibilities included: Consulting, Software Support (helpdesk, dial-in, and call-out), Software Demos and Training, Hardware & Software Installation, Database Applications Development, Technical UNIX & Hardware Support, Sales Presentations, Sales Literature & Marketing, Sales Calls, Meetings & Proposal-writing, Sourcing Hardware & Software Suppliers, Contact with Suppliers for Technical Support, Organising User Meetings & Exhibitions, Office Administration.

Education

Professional

ECommerce Strategy (Wits Business School) – 9 sessions
Business Strategy (Gordon Institute of Business) – 4 days
Key Account Management (Value Plus) – 2 days
Seven Habits of Effective People (Covey Centre) – 2 days
Effective Sales Management (IIR) - 2 days
Close those Sales (Etienne Harstlief) – 1 day

Formal

B.Sc. (Comp. Sc.) Hon's in First Class, University of Cape Town, 1989-1992
Eunice Girls' School (Bloemfontein) 1976-1987, Day-Headgirl 1987

Membership

Businesswomen's Association www.bwasa.co.za
Computer Society of South Africa www.cssa.org.za
Women in Finance www.womeninfinance.co.za

Speaker Topics

Sandy welcomes the opportunity to speak to senior managers on any one of the topics below.

nFold ongoing software research on how companies in Gauteng are implementing enterprise software, what issues they are experiencing, which products and solutions they prefer, whether they are more comfortable with local or international vendors, financial priorities, who selects software and the processes behind that selection.

1. **"Do you lead the pack?"** – individual or combined benchmarks comparing the use of software
2. **"Software Trends"** – future scenarios based on changing software priorities
3. **"How IT Vendors perform"** – suggestions from customers on how IT vendors could improve their service
4. **"Profile of an IT Manager"** – how does an average IT manager structure budgets and what are the priorities?
5. **"Measuring Benefits"** – creative ways to measure the efficiency benefits of an IT project

nFold delivers software that works to companies tired of spending more money than budgeted on solutions that take longer to implement than planned and deliver less value than needed.

6. **"Best Practice for Bid Managers"** – tips and techniques for managing bids and writing documents that sell
7. **"Sales on the Move"** – tools for managing mobile sales teams
8. **"Better Decisions More Quickly"** – how to combine the elements of business intelligence effectively
9. **"Critical Thinking 101"** – mapping complex arguments and making difficult decisions
10. **"Taking the Pain out of ISO Compliance"** – best practice in SHEQ standards and managing business risk

Speaker Experience

Sandy is an experienced speaker and trainer. In her career she has presented numerous technical and commercial topics to corporate audiences at all levels. Her speaking style is relaxed and humorous. Here are some of the public events and topics she has addressed in the past.

IT Confidence 2007, invited to chair panel discussion with Microsoft, Oracle, SAP & Novell

"5 Software Trends that will affect your Business", Local is Lekker, **Sunny Skies and Software** Conference 2006

"Using Software to Leapfrog", **Futurex**, 2006

"Software Trends", **Blue IQ Innovation Hub**, Pub@Hub events in 2003 and 2005

"Service Level Benchmarking", **IIR conference**

"How to spend IT wisely and well", **Wits Business School** (Guest Speaker for IT Elective)

"Automated Knowledge Management: Myth or Reality", **ICM conference**

"What is the Internet", **Eskom Communications Conference**

"Designing Successful Web Sites", **AIC Workshop**

"The Corporate Information Concept" presented and published in the proceedings of the **SA Online User Group**.