

## Chirag Shah

Shah is a proven corporate executive and successful serial entrepreneur. He has a unique combination of successful career progression within the corporate world, and has also founded and exited several entrepreneurial ventures. He is currently Chairman of high-growth company, Simfoni - of which he is the principal shareholder - whilst investing in and advising other startups.

Shah's main areas of expertise lie in redefining business models and leading international expansion. With regard to business models, Shah's focus is on redefining businesses leveraging innovation and technology to create a disruptive force in the target sector. Examples include introducing the concept of eAuctions (he holds a patent in this area), pioneering the concept of asset-sharing in the world of supercars, deploying robotics process automation (RPA) to create a new offering in the Procurement Outsourcing sector.

In relation to international expansion, Shah has, on many occasions, overseen the establishment and rapid scaling (more than 100% y-o-y growth) of businesses seeking to expand in the USA - often the dominant market for so many industry sectors. He also has first hand experience of establishing and building successful operations in the following markets: Australia, China, Europe, Latin America, Middle East, Turkey, UK.

Experienced in operating a variety of business models relating to technology and technology-related business such as SaaS, eCommerce, On Demand, Managed Services, Outsourcing, Franchising & Licensing. He is familiar with both B2B and B2C environments.

Key strengths include: strategy development, capital efficient business management (bootstrapping), people management, channel partner development and corporate finance.

Shah has both boot-strapped some of his ventures, as well as raised angel and Venture Capital finance. In addition to running his own company, Simfoni, he currently acts as an Investor/Board Advisor to 3 other startups; PurchasingPlatform, The List and Databook.

Shah holds an INSEAD MBA and a University of Cambridge Meng. Shah is a British citizen, currently resident in Dubai. He is a Chartered Director (IOD) and an INSEAD Gold Salamander.