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**TECH**

REVOLUTIONARIES

**5 Visionary Leaders**

Shaping the Future  
of IT, **2024**

# J DAKS

CEO | Hexagon IT Solutions





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Two seconds could cost your life, put your phone away and keep



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# Editorial Note

## Where Vision Meets Action

In today's fast-paced digital landscape, the role of visionary leaders in information technology (IT) is more crucial than ever. As we navigate an era marked by rapid technological advancements and transformative innovations, these leaders are not only adapting to change but actively driving it. They embody a mindset that embraces uncertainty and creativity, fostering environments where collaboration and innovation thrive.

At the core of successful leadership in technology is the ability to create a culture that empowers employees to contribute their ideas and insights. Visionary leaders understand that when teams are engaged and motivated, they become catalysts for progress, continuously scanning the environment for new opportunities and solutions. This proactive approach enables organizations to stay ahead of the curve and effectively respond to the challenges of an ever-evolving business landscape.

As digitization accelerates, these leaders are unafraid to experiment with new technologies and methodologies. They leverage advanced tools and applications to streamline processes and enhance productivity, ensuring that their organizations remain agile in a competitive marketplace. Moreover, they prioritize professional development, recognizing that continuous learning is essential for both personal growth and organizational success.

In this edition titled "**Tech Revolutionaries: 5 Visionary Leaders Shaping the Future of IT, 2024**," we celebrate those who exemplify the spirit of innovation and resilience in the tech industry. These leaders are not only shaping their organizations but also influencing the broader technological landscape through their commitment to ethical practices and sustainable growth.

Our cover story features **J Daks**, whose strategic vision and pioneering initiatives are setting new benchmarks in IT. Alongside J Daks, we highlight four other remarkable leaders who are making significant contributions to the field: **Ashley Vallett, Janet Schijns, Satnam Singh, Yasaf Burshan**.

These exceptional individuals are at the forefront of technological transformation, each bringing unique insights and expertise that are redefining what is possible in IT. Join us as we explore their journeys, celebrate their achievements, and gain valuable perspectives on how they are shaping the future of technology.

We invite you to delve into this edition and be inspired by the stories of these tech revolutionaries who are leading the charge toward a more innovative and inclusive future.

**Enjoy your read!**

**08**

**COVER  
STORY**



# J Daks

**CEO | Hexagon IT Solutions**

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SAKAR

# COVER STORY

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My journey in technology began with a vision: to create solutions that truly address business challenges and enhance efficiency. Throughout my career, I've had the privilege of working alongside talented professionals across diverse industries. It became clear to me that many businesses struggled with integrated, scalable software. This realization sparked my focus on custom software solutions, particularly in CRM, mobile app development, and API integration. Founding Hexagon IT Solutions allowed me to unite my expertise and passion to help organizations streamline their operations and foster sustainable growth.

## **My Working Style and Communication**

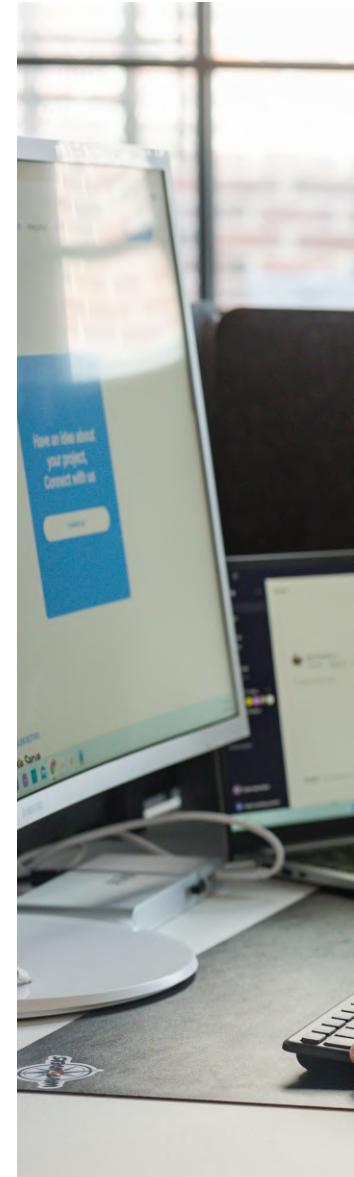
I'd describe my working style as collaborative and outcome-driven. I believe in setting clear goals while empowering my team to innovate. Colleagues often characterize my communication as open and solution-oriented, emphasizing transparency and approachability. I strive to create an environment where everyone feels comfortable sharing ideas and concerns.

## **My Role and Unique Ideas at Hexagon IT Solutions**

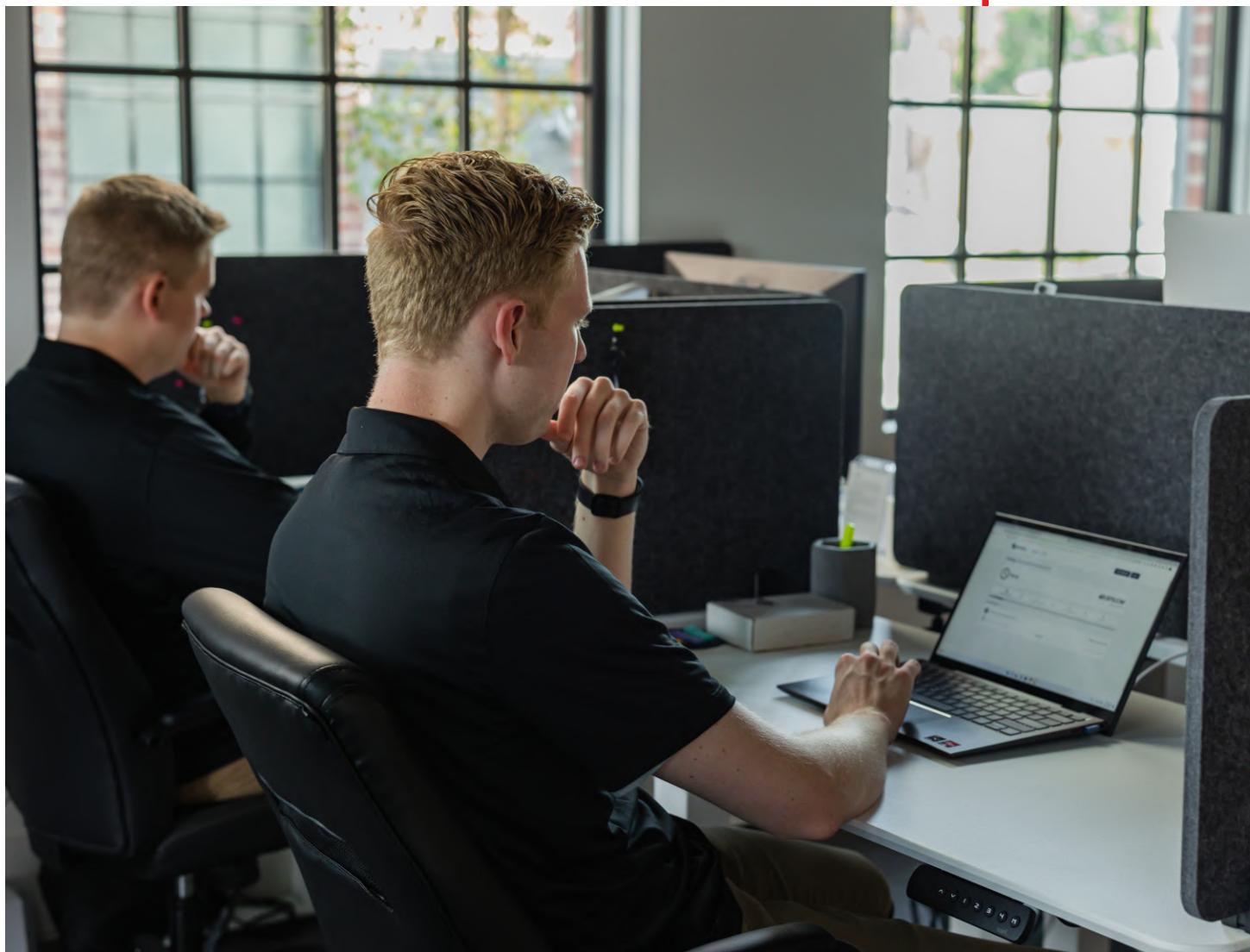
As the CEO of Hexagon IT Solutions, my focus lies in strategic direction and innovation. One of the key initiatives I introduced is our Customer-Centric Solution Framework, which tailors our development and integration approach to meet each client's unique operational needs. This emphasis on customization has become a hallmark of our services, allowing clients to streamline workflows and enhance customer engagement.

## **Our Unique Services**

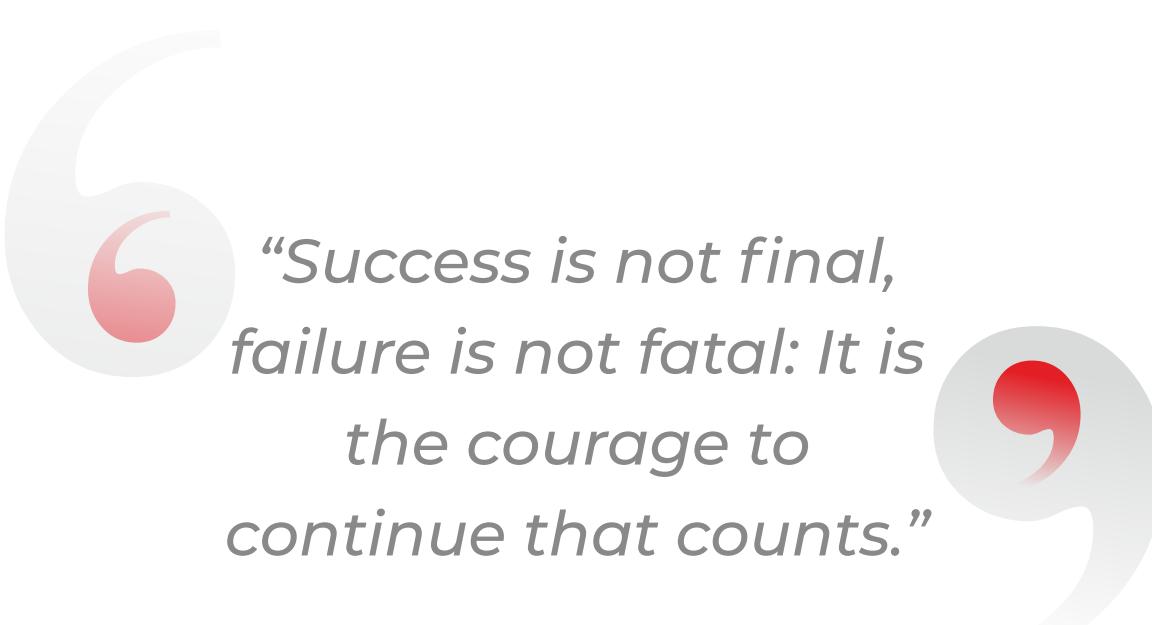
Hexagon IT Solutions specializes in custom CRM systems, mobile app development, API integration, and automation solutions. What sets us apart is our dedication to personalization; we avoid one-size-fits-all software solutions, tailoring our offerings to align with each client's workflows and long-term growth plans. Our aim is to deliver scalable systems that support businesses at every growth stage.







# A Guiding **QUOTE**



*“Success is not final,  
failure is not fatal: It is  
the courage to  
continue that counts.”*

This quote by Winston Churchill resonates with me, reminding me to keep moving forward, no matter the setbacks or achievements I encounter along the way.

## Our Unique Services

Hexagon IT Solutions specializes in custom CRM systems, mobile app development, API integration, and automation solutions. What sets us apart is our dedication to personalization; we avoid one-size-fits-all software solutions, tailoring our offerings to align with each client's workflows and long-term growth plans. Our aim is to deliver scalable systems that support businesses at every growth stage.

## **Overcoming Challenges**

Early in our journey, Hexagon faced the challenge of competing against larger, established companies. This experience taught me the importance of carving out a niche and focusing on our strengths—delivering personalized, high-quality software. By building strong client relationships and maintaining our commitment to excellence, we have established a solid reputation that has fuelled our steady growth.

## **Leveraging Technology for Growth**

I see technology as a vital enabler of efficiency and scalability. At Hexagon, we leverage cutting-edge technologies in cloud computing, data analytics, and API integration to deliver advanced solutions to our clients. We also embrace automation internally, ensuring we continually evolve and optimize our operations.

## **Future Trends and Preparation**

Looking ahead, I believe the biggest trends will be AI-driven automation, advanced analytics, and seamless system integration. To prepare, we're investing in talent and resources in these areas, positioning Hexagon at the forefront of industry advancements. By focusing on AI-powered solutions, especially in CRM and mobile applications, we are ready to meet our clients' future needs.

## **Commitment to Sustainability**

At Hexagon, we are dedicated to sustainability in our practices and

solutions. Internally, we're adopting greener practices—reducing paper use and optimizing energy consumption. We also help our clients develop digital solutions that lessen their reliance on physical resources, supporting their sustainability goals.

## **Recognition and Accolades**

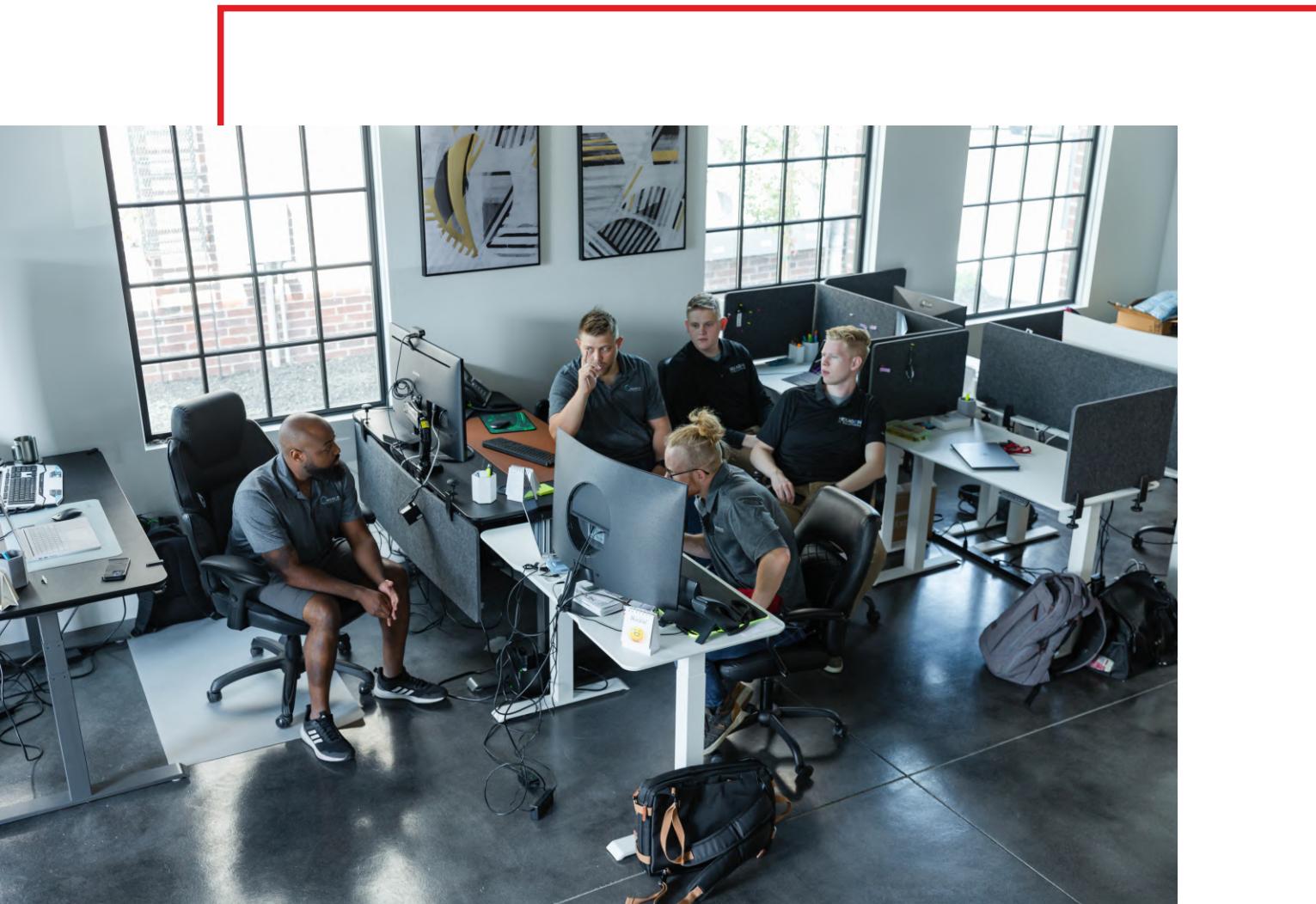
Hexagon IT Solutions has earned industry recognition for our work in CRM and mobile app development, bolstered by positive client testimonials and endorsements. I'm grateful for the accolades that celebrate our commitment to quality and customer success, which remains our highest priority.

## **Industry Challenges and Solutions**

The rapid pace of technology presents a significant challenge for our industry, often leaving clients struggling to keep up. To combat this, we provide education and ongoing support, empowering clients to leverage new technologies effectively. Additionally, we recognize the shortage of skilled developers and invest in continuous training for our team to stay ahead.

## **Reflecting on My Career**

If I could change one thing about my career, it would be to prioritize building a cohesive team from the start. A strong team is crucial for any successful company, and I now understand the value of having the right people on board early to drive growth and innovation.



## Looking Ahead

In the next few years, expect Hexagon IT Solutions to expand our service offerings and tackle larger-scale projects. Our goal is to be the top choice for businesses seeking to streamline operations and embrace cutting-edge technology, with a particular focus on deepening our expertise in AI and machine learning.





MITSUBISHI  
MOTORS

**MONTERO  
SPORT**  
WITH PANORAMIC SUNROOF



# ASHLEY VALLETT

Ashley Vallett stands out as a distinguished talent acquisition expert with nearly a decade of comprehensive experience in the recruitment sector. Her journey began in various firms, where she recognized a significant disconnect between the services provided to candidates and the needs of employers. This realization inspired her to establish Technacity Group in 2019, a company that has since disrupted the recruiting landscape and achieved remarkable year-over-year growth in a highly competitive industry.

## **Vision and Mission**

Ashley's commitment to serving underrepresented groups, particularly women and

minorities, is at the core of her professional ethos. She is dedicated to empowering these individuals to advance their careers by dismantling the barriers that often hinder their progress. As a strategic partner for a diverse range of companies—from startups to established corporations—Ashley utilizes her unique expertise to identify niche talent in today's dynamic market. In addition to her role at Technacity Group, Ashley serves as the Corporate Partnerships and Alliances chair for Women in Technology International (WITI) and acts as an Ambassador for Women in Games. Her relentless drive and advocacy make her an invaluable ally for both candidates and clients, positioning Technacity Group as



a leader in tech recruitment.

### Career Journey

Ashley's career path has been marked by challenges that have shaped her into the leader she is today. Reflecting on her experiences, she acknowledges that her time in the corporate world was fraught with difficulties. She recalls working for two companies that ultimately closed their doors and joining organizations with high hopes, only to discover they were not the right fit. Through these experiences, Ashley learned vital lessons about resilience and adaptability. Her

mentor often emphasized that true success is not measured by years of experience but by the impact made during those years. This perspective allowed Ashley to gain insights into the pitfalls that led to the failures of previous employers, equipping her with knowledge that has proven essential for navigating her own business.

### Technacity Group: A New Paradigm in Recruitment

Technacity Group is a woman-owned recruitment firm that leverages technology and tenacity to connect candidates with highly sought-after skill sets. The firm specializes in hiring across all stages

of the software development lifecycle, with a particular focus on the gaming industry. With a wealth of experience collaborating with clients ranging from Fortune 10 companies to burgeoning startups, Technacity Group excels at matching passive talent with opportunities that foster career advancement while helping organizations achieve critical objectives. Ashley's early immersion in the IT sector provided her with a robust foundation, enabling her to understand key technological principles and their relevance to business operations. The team at Technacity Group collaborates closely with clients of all sizes who value diversity and seek to enhance their workforce with talented individuals from varied backgrounds. By prioritizing client relationships and viewing each interaction as a partnership, Technacity Group aims to be seen as an extension of its clients' hiring teams. Ashley has exceeded her initial expectations for Technacity Group significantly. Rather than aspiring solely for financial success, she aimed to create a more meaningful approach to recruitment in an industry she felt had become overly transactional. Her revenue has surged impressively over recent years, reflecting both her strategic vision and operational effectiveness.

### **From Employee to Entrepreneur**

Ashley's entry into recruitment was somewhat serendipitous. Initially employed at a large wine distributor, she found herself stagnating professionally. Encouraged by a former boss, she transitioned into recruitment—a move that required accepting a substantial pay cut but promised greater earning potential. This pivotal

decision marked the beginning of her journey in talent acquisition. As Ashley navigated this new career path, she faced numerous challenges but ultimately embraced her role as a leader when she hired her first employee. Despite initial fears about leadership based on past experiences with various bosses, Ashley discovered she had become the kind of leader she always aspired to be. At Technacity Group, Ashley wears many hats—overseeing daily operations that encompass recruiting, business development, finance, technical support, and forecasting. Her previous struggles in finding fulfilling employment fueled her determination to create an environment where others feel valued and appreciated.

### **Work-Life Balance Challenges**

Achieving work-life balance remains an ongoing challenge for Ashley, particularly since the onset of COVID-19 blurred lines between professional and personal life. Working from home has made it difficult for her to disconnect from work responsibilities. Despite this struggle, Ashley prioritizes self-care by taking brief breaks throughout her day. Her competitive nature drives her motivation; she acknowledges that while she dislikes losing more than she enjoys winning, this mindset fosters productivity within her team. Ashley encourages her employees to prioritize their mental health because she believes it ultimately leads to enhanced performance.

# THOUGHTS

**Empowerment:** Focus on uplifting underrepresented groups.

**Adaptability:** Embrace change as an opportunity for growth.

**Community:** Build networks that foster collaboration among women in tech.

**Resilience:** Learn from setbacks; they often lead to new paths.

**Self-Investment:** Prioritize personal development as key to professional success.

Ashley Vallett's journey exemplifies determination and innovation within the recruitment industry. Her commitment to inclusivity and empowerment continues to shape not only Technacity Group but also the broader landscape of talent acquisition.

## Defining Success

Reflecting on her journey, Ashley could not have anticipated the level of success Technacity Group would achieve after being laid off in 2019. The support from friends and family played a crucial role in rebuilding her confidence during uncertain times. She views herself as living proof that investing in oneself is paramount. For Ashley, success is defined by feeling secure in her role and receiving validation through client referrals. Financial growth for Technacity Group also contributes significantly to her sense of accomplishment.

## Future Aspirations

Looking ahead, Ashley envisions expanding Technacity Group beyond its current scope while continuing to surpass financial targets. She expresses a desire to create networking opportunities specifically for women within the gaming industry—a sector where representation remains critically low. As a woman-owned business leader, Ashley is passionate about fostering inclusivity and access for underrepresented groups within technology sectors. Personally, she aims to travel more frequently while spending quality time with her husband and two bulldogs.







# Janet Schijns

## Success Beyond Profit

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*“True success lies in fulfilling commitments while upholding ethical standards.”*

Janet Schijns is the CEO of JS Group, a leading technology go-to-market consulting firm, where she embodies the belief that true success is not merely defined by financial gain or power but by the fulfillment of commitments to her team and clients while adhering to strong ethical principles. Drawing inspiration from Thomas Edison's adage, “Opportunity is missed by most because it's dressed in overalls and looks a lot like work,” Janet understands that the path to success is often challenging and requires unwavering dedication.

### Journey into Technology

Janet's entry into the technology sector was serendipitous. Initially, she carved a niche for herself in the cosmetics industry, working at L'Oréal on an early Customer Relationship Management (CRM) project. Her role involved translating technical jargon into business language for her sales team. This experience opened doors for her; L'Oréal invited her to consult on expanding their market share, marking her transition from marketing to technology. This pivotal moment set the stage for her future endeavors in tech. Before founding JS Group, Janet held significant positions at major corporations, including Chief Channel Executive at Motorola and Chief Channel Officer at Verizon. Her leadership was instrumental in launching and



Cloud  
Communications  
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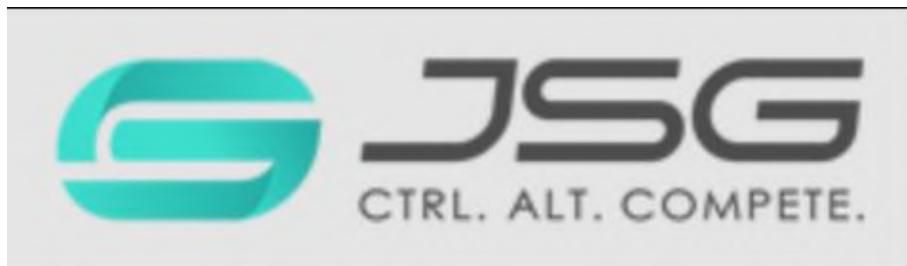


scaling multi-billion-dollar businesses that transformed these organizations. "During my tenure, I focused on innovative strategies that propelled growth and redefined market approaches," she explains.

#### Leading JS Group

At the helm of JS Group, Janet is passionate about disrupting the technology landscape. She leads a talented team dedicated to crafting

effective strategies that drive results. "Our mission is simple: #savethechannel," she states, emphasizing the importance of robust market routes for technology adoption that foster necessary changes in society. Janet views challenges as opportunities for growth. "Leaders are not born; they are shaped by their experiences," she asserts. She embraces obstacles as learning experiences, believing that resilience is key to achieving success.



## Embrace Challenges

*"Every obstacle is an opportunity for growth; resilience defines a leader."*

"What does not destroy us propels us to growth," she reflects, highlighting her belief in the transformative power of adversity.

#### Empowering Women in Tech

Navigating a male-dominated industry posed unique challenges for Janet. Faced with isolation and pressure to conform, she chose to forge her own path rather than retreat. To support other women in technology, she established **Tech Worlds Half**, a community aimed at providing a safe space for women to discuss their career aspirations and challenges while fostering collaboration within the industry. In her advice to others facing difficulties, Janet emphasizes empathy: "Be kinder than the situation calls for; understanding others' perspectives can lead to



innovative solutions.” This philosophy underpins her leadership style and commitment to supporting women in tech.

#### Adapting to Industry Changes

The tech industry is characterized by rapid evolution, and Janet believes leaders must adapt proactively. Throughout her career, she has successfully transformed channel strategies for several Fortune 500 companies, shifting from traditional sales models to innovative approaches that leverage digital platforms for growth.“Transitioning towards recurring revenue models and as-a-service solutions has been a significant undertaking,” she notes. At JS Group, they have developed services designed to facilitate this transition for distributors, partners, and vendors alike.JS Group offers various services aimed at enhancing channel evolution,

## Adaptability is Key

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*“In an ever-evolving industry, proactive adaptation leads to sustained success.”*

marketing innovation, and sales enablement. Their flagship programs include **PartnerExpert**, which equips organizations with essential skills for indirect sales channels; **Market Action Planning Process (MAP)** designed to accelerate revenue growth; and a **40x ROI Social Selling Program** that helps firms generate leads in a remote work environment.

#### Balancing Professional and Personal Life

As CEO of JS Group, Janet juggles multiple responsibilities while ensuring company growth remains a priority. She firmly believes that results are paramount: "No amount of progress matters if we don't achieve our desired outcomes." Her daily routine begins with reflection on goals and progresses through a busy schedule filled with meetings with clients, industry leaders, and mentees. Janet recognizes the importance of maintaining team well-being amidst high expectations. "My focus is on supporting my team while driving results," she states. Her leadership approach fosters collaboration and innovation as they navigate unprecedented changes in sales and marketing within the tech sector. Despite her demanding role, Janet acknowledges that achieving work-life balance is elusive. Instead, she advocates for a harmonious blend between work and personal life: "Discipline allows me to prioritize what matters most without feeling guilty." By committing to personal goals and maintaining integrity in her promises, she cultivates self-worth essential for effective leadership.

#### Charting JS Group's Future

As industries emerge from prolonged periods of remote work, Janet envisions growth as the primary objective moving forward. Her team continuously evolves their offerings to accelerate channel performance while being exemplary partners within the industry. JS Group remains at the forefront of innovation by developing creative strategies that maximize channel capacity and generate high-margin revenue for clients. Personally invested in mentoring women and advocating for diversity in tech, Janet aims to leave a lasting legacy through her leadership efforts. For aspiring leaders seeking guidance, Janet advises: "Document your goals and create a plan; adapt it as necessary but remain true to its purpose." She emphasizes that without planning, achieving personal growth becomes challenging.

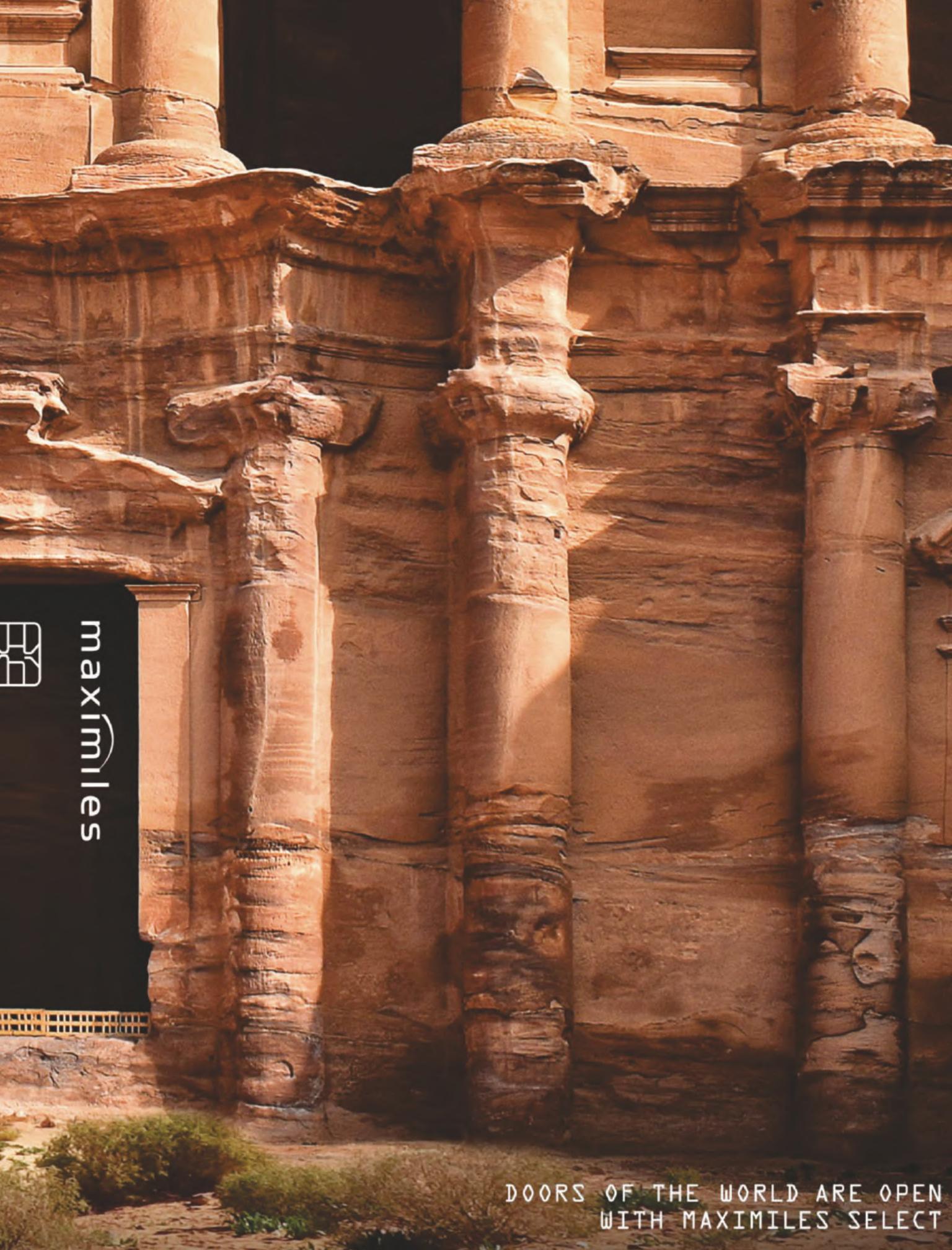
# Empower Women

*"Creating supportive networks for women in tech is crucial for fostering diversity."*

**Plan for Growth:** "Document your goals; without a plan, achieving success becomes nearly impossible."

Through these insights, Janet Schijns encapsulates her vision of leadership—one that prioritizes ethical practices while driving innovation and supporting diversity within the technology sector.





maximiles

DOORS OF THE WORLD ARE OPEN  
WITH MAXIMILES SELECT

# SATNAM SINGH

Satnam Singh serves as the Chief Digital & Technology Officer at CBRE's Advisory Services, where he spearheads initiatives in digital innovation, artificial intelligence (AI), and technology. With an impressive career spanning nearly 25 years, Satnam has consistently driven transformative value across various industries, establishing himself as a key figure in the realm of digital strategy and technological advancement.\*\*\*\* Career Journey and Professional Milestones Satnam's professional journey commenced at Akamai Technologies, where he was instrumental in designing advanced AI algorithms for one of the leading digital infrastructure companies globally. His technical expertise laid a strong foundation for his subsequent transition into product management. This shift allowed him to create customer-centric digital solutions that significantly influenced value creation on a large scale. Throughout his career, Satnam has held pivotal roles at renowned organizations such as Thomson Reuters, Oracle, Travelocity, Omnicom, and Microsoft. Notably, during his tenure at

Travelocity, he successfully led a turnaround strategy under private equity ownership, achieving profitable growth within 18 months and ultimately facilitating the company's sale to Expedia. At Oracle, he launched the company's inaugural AI product suite, which became an industry benchmark and generated hundreds of millions in annual recurring revenue. Currently, as CBRE's Chief Digital and Technology Officer, Satnam leads digital transformation initiatives that deliver substantial value to the Advisory business. His commitment to aligning cutting-edge technology with strategic business objectives has positioned CBRE to outperform competitors in an increasingly challenging market landscape.\*\*\*\* Passion for Innovation In his role at CBRE, Satnam finds immense satisfaction in utilizing data, AI, and technology to develop digital applications that provide commercial value for both the organization and its clients. He manages large-scale data platforms that process over a billion data points, enabling the effective application of AI technologies such as

# CBRE





Generative AI. This not only enhances operational efficiencies but also positively transforms workflows for a diverse clientele ranging from brokers to property managers. Satnam is dedicated to driving operational excellence across global teams by implementing solutions that are tailored to local needs. By integrating advanced digital tools and strategies, he aims to streamline processes and improve productivity—ultimately contributing to CBRE's commercial success while delivering exceptional value to clients.\*\*\*\* Leveraging Digital Technologies CBRE harnesses the power of data analytics and AI throughout the real estate lifecycle to unlock operational efficiencies and manage risks effectively. The firm employs predictive insights and document abstraction techniques that enhance productivity and service differentiation. For instance, AI aids Capital Markets professionals in identifying optimal sources of capital for property sales while streamlining operations across diverse building portfolios. The commercial real estate sector is inherently document-intensive; thus, innovations like Generative AI have proven invaluable. By automating

lease abstraction processes, CBRE has reduced manual processing time by 25%, significantly improving accuracy and efficiency.\*\*\*\* Future Trends

in Commercial Real Estate Looking ahead, Satnam identifies several emerging technologies and trends poised to reshape the commercial real estate sector:

- **Smart Buildings and Digital Twins:** The integration of IoT devices and real-time data is revolutionizing property management. Digital twins allow for enhanced monitoring and optimization of building operations.
- **Sustainability Initiatives:** There is a growing emphasis on energy efficiency and renewable energy integration within commercial real estate. AI-driven systems are optimizing energy use while minimizing waste.
- **AI in Asset Management:** The use of AI—particularly through Computer Vision—enables predictive maintenance and better financial forecasting, enhancing portfolio performance.
- **E-commerce Impact:** The rise of e-commerce is driving demand for logistics spaces, necessitating

improved automation within warehouses.

- **Augmented Reality (AR) and Virtual Reality (VR):** These technologies are transforming property marketing by providing immersive experiences that help visualize spaces before construction.

These trends collectively enhance efficiency, sustainability, and adaptability within the industry.\*\*\*\* Balancing Technology with Human Expertise At CBRE, the integration of technology is guided by core values—Respect, Integrity, Service, and Excellence (RISE). While AI enhances operational efficiency by processing vast amounts of data quickly, Satnam emphasizes the importance of human oversight in decision-making processes. Given that commercial real estate relies heavily on trust-based relationships, maintaining a balance between technological advancements and human expertise is crucial. All AI technologies undergo rigorous analysis to ensure compliance with security protocols and regulatory standards before implementation. This careful approach mitigates risks associated with data privacy while fostering client relationships built on trust.\*\*\*\* Authentic Leadership Approach Satnam defines authentic leadership as leading with integrity while fostering clear communication and a commitment to team growth. He embraces a servant leadership model that

prioritizes emotional intelligence and transparency. By assembling diverse teams and encouraging collaborative problem-solving, he creates an environment where innovation can flourish. To promote experimentation within his team, Satnam cultivates a culture that encourages curiosity while balancing risk-taking with due diligence. He ensures that team members feel empowered to explore new ideas while providing necessary resources for innovative projects. Celebrating successes alongside learning from failures reinforces a collective growth mindset among team members.\*\*\*\* Keys to Success

Satnam attributes his success to a straightforward yet nuanced formula: delivering enhanced commercial returns through increased revenue and margins. Achieving this requires balancing immediate needs with long-term strategic shifts in product offerings and organizational culture. His approach hinges on three core principles:

- **Customer-Centric Focus:** Understanding customer dynamics is essential for driving growth within their respective industries.
- **Building Exceptional Teams:** Nurturing talent is critical for







- scaling operations effectively while maintaining high performance levels.
- **Emphasizing Iteration:** Rapid development cycles allow organizations to stay ahead of competitors while continuously improving offerings.

These strategies ensure that both commercial objectives and operational goals are met or exceeded consistently.\*\*\*\* Insights for Emerging Leaders For leaders embarking on business transformation journeys, Satnam advises embracing collaboration as

a pathway to success. Effective communication is vital; keeping stakeholders informed fosters engagement throughout the transformation process. By promoting teamwork and maintaining open lines of dialogue, organizations can enhance collective success while creating impactful experiences for all involved parties.

#### Thoughts

- Embrace technology but prioritize human oversight in decision-making.

- Foster a culture of curiosity; encourage experimentation without fear of failure.
- Understand your customers deeply; their success drives your growth.
- Build exceptional teams; talent is key to high performance.
- Communicate openly; stakeholder engagement enhances transformation efforts.

# **Yasaf Burshan**

Yasaf Burshan is the visionary CEO and Founder of Team Genius, a pioneering firm dedicated to empowering coaches, influencers, and mentors by eliminating technological barriers that hinder their success online. With a robust background in IT management spanning over 25 years, Yasaf has cultivated a wealth of expertise across diverse sectors, including defense, finance, and retail. Notably, he served as the Head of IT for IKEA Israel for nearly a decade, where he played a crucial role in expanding the company from one store to six and implementing significant infrastructure upgrades that

laid the groundwork for future growth.

## **Career Background and Transition to Entrepreneurship**

Yasaf's career trajectory has been marked by a commitment to excellence and continuous personal development. Over the past five years, he has invested heavily in self-improvement through various seminars and events, including a Platinum partnership with Tony Robbins and obtaining an NLP master's certification. This journey of self-discovery revealed to Yasaf that his creativity had been suppressed by his surroundings

during his formative years. This awakening inspired him to launch Team Genius, a platform that not only allows him to express his creativity but also enables creators worldwide to unleash their potential. Yasaf attributes the inspiration for the name "Team Genius" to Gay Hendricks' book "The Big Leap," which profoundly impacted his perspective on personal growth and collaboration. Under Yasaf's leadership, Team Genius has achieved an impressive 40% client retention rate—an exceptional feat in a competitive industry where repeat business is often challenging to secure.



# Thoughts

**Empowerment:** Focus on uplifting creators through technology.

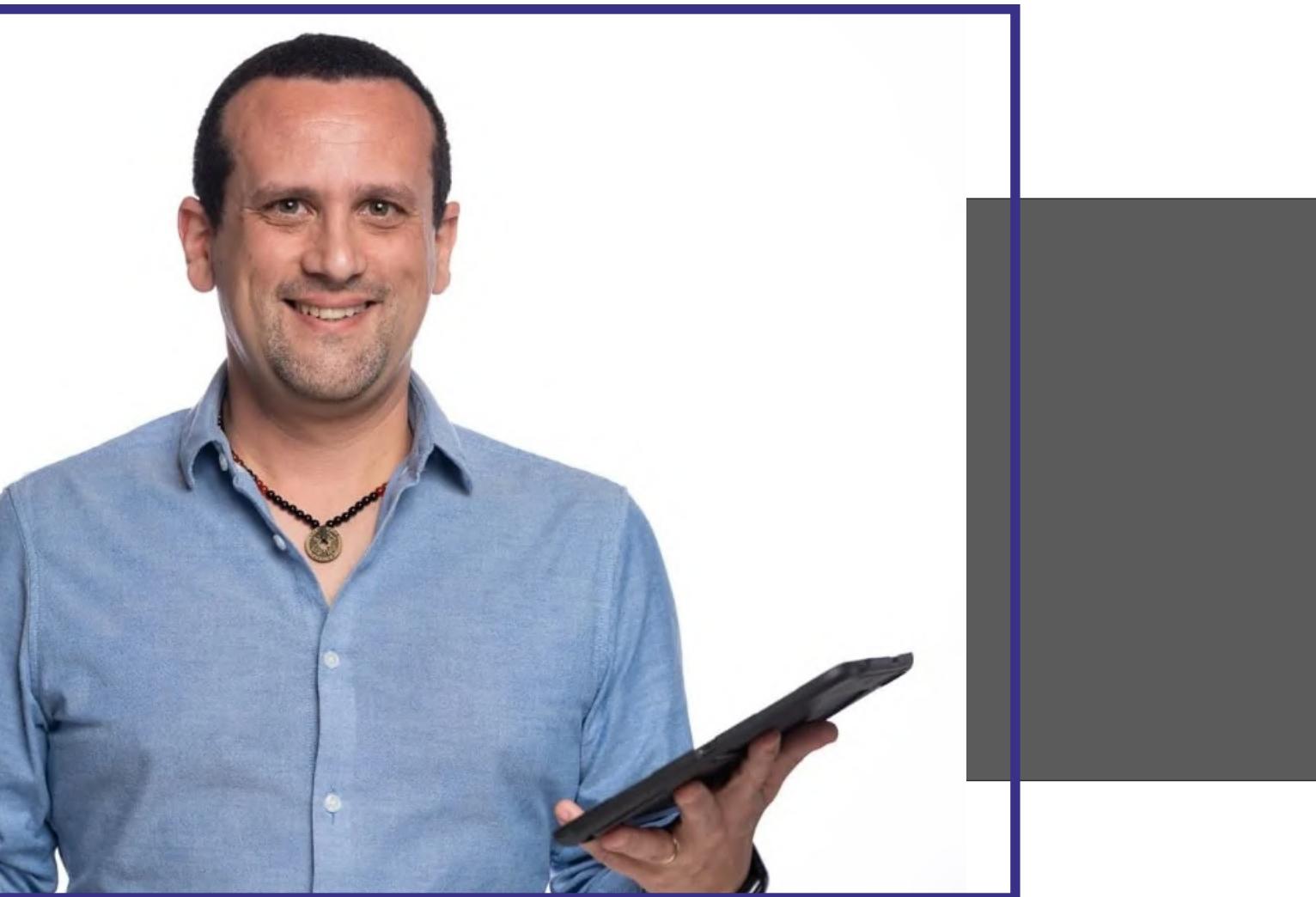
**Collaboration:** Foster teamwork from project inception.

**Resilience:** View setbacks as opportunities for growth.

**Communication:** Maintain open dialogues for better relationships.

**Vision:** Strive towards long-term goals while adapting strategies.

Yasaf Burshan's journey exemplifies innovation and dedication within the digital empowerment landscape. His commitment to fostering creativity not only enhances Team Genius but also contributes positively to the broader community of creators worldwide.



## Mission and Services of Team Genius

Team Genius aims to inspire and empower creators by bridging the gap between technology and human interaction. The firm offers comprehensive Digital Strategy Consulting Services, helping clients select the right technologies to operate their businesses effectively. Their "Business in a Box" solutions provide tailored toolkits for creators based on their specific needs and business stages, ensuring that each client receives personalized attention. As a Thinkific agency partner, Team Genius excels in online course creation and

marketing services. The team assists clients with everything from course setup and website integration to automating business processes and developing high-converting sales funnels. Yasaf emphasizes that knowledge brokers can find all necessary resources in one place at Team Genius, which is committed to supporting clients every step of the way.

## Leadership Philosophy

Yasaf places great importance on nurturing the culture within Team Genius. He regularly reflects on his leadership approach by asking himself if



he is embodying the qualities that his team deserves. By involving team members in project planning from the outset, he fosters motivation and ownership among his staff. Yasaf believes that when individuals participate in the design phase of projects, they are more likely to feel motivated to achieve success. On a personal level, Yasaf draws inspiration from the successes of the creatives he collaborates with. He recognizes that while his reach may be limited individually, empowering creators amplifies their collective impact on broader audiences.

### Communication and Personal Life

Yasaf emphasizes that effective communication is essential for maintaining balance in both personal and professional realms. He prioritizes open discussions with his wife about their goals and needs rather than focusing on shortcomings.

Their daily rituals include moments of connection, such as dancing together each morning and dedicating time for meditation and reflection. He acknowledges that while perfection is unattainable, continuous improvement is vital. Yasaf's approach promotes a healthy dialogue at home, which contributes positively to their relationship.

### Embracing Change and Resilience

Yasaf believes that plans serve as guidelines rather than rigid frameworks. He asserts that people often overestimate what they can achieve in a year while underestimating their potential over a decade. This perspective encourages resilience in the face of setbacks; Yasaf views obstacles as opportunities for growth rather than insurmountable challenges. His philosophy centers around asking empowering questions when confronted with difficulties, allowing him to reframe challenges as chances for learning and adaptation.

### Defining Success

For Yasaf, success manifests in various forms. He measures it through client satisfaction—specifically when clients express how Team Genius has resolved their issues or helped them acquire new skills. Positive feedback regarding service quality also reinforces his sense of achievement. Moreover, witnessing the growth of empowered team members who learn and share new insights is integral to Yasaf's definition of success. He finds fulfillment in seeing long-term projects come to fruition, which validates his vision for Team Genius.

# Future Aspirations

Looking ahead, Yasaf envisions Team Genius evolving into a global entity with a talented workforce operating remotely. By 2022's end, he anticipates expanding the team to 10-15 skilled professionals—this is just the beginning of what he hopes will be significant growth. In three years, Yasaf aims for Team Genius to become Thinkific's largest Expert-Agency partner for bespoke solutions and business automations. He sees Team Genius not merely as an organization but as an entity with spirit, soul, and culture—one that he is dedicated to nurturing. Yasaf's mission includes establishing mentorship programs designed to equip young entrepreneurs with essential skills while fostering inclusivity through scholarship initiatives aimed at underrepresented groups. These scholarships will not only provide education but also create employment opportunities within Team Genius for top-performing graduates. Through strategic partnerships with renowned brands like Microsoft and Monday.com, Yasaf aims to continue delivering proven platforms that enable clients to operate effectively while forming new alliances with world-class leaders and speakers who can amplify their impact.



# LOOK for ENERGY

Red Bull is an energy drink sold by Red Bull GmbH, an Austrian company created in 1987. It is the best-selling energy drink in the world.