## **BABA ZOUMANIGUI**

## **General Manager, IBM French Speaking Africa**

Baba Zoumanigui is the General Manager for French Speaking Africa. In this position, his priorities are:

- to engage with African clients and governments to implement IT Solutions in line with their business priorities;
- to ensure execution of IBM Business strategies to accelerate growth in African markets;
- to build a sustainable IBM business organization while developing local skills.

Prior to this, Mr. Zoumanigui was Vice President of IBM Software Group for Middle East Africa, where he was responsible for ensuring execution of the group's strategy in the region.



With more than 35 years in the IT industry in the United States, Europe, Middle East and Africa, Mr. Zoumanigui has held several global leadership roles in sales, marketing and business development. These include Vice-President of Sales for Tivoli Software, Vice-President of Information Management Software in EMEA (Europe, Middle East and Africa) and Worldwide Executive for acquisitions of MRO and ILOG Software.

Mr. Zoumanigui has an extensive experience selling IT solutions across major industries and governments both directly and/or through business partners.

He was born and raised in Dakar (Senegal) and was Director of IBM's business for Senegal and surrounding countries before taking an international career at IBM.

Mr. Zoumanigui holds a degree in Economics from University of Dakar (Senegal) and Business Administration from the University of Quebec (Canada). His personal interests include French and African literature, Modern History and Soccer.

