# Kaspersky Lab Names New General Manager for South Asia region





Global cybersecurity company Kaspersky Lab has announced the appointment of Shrenik Bhayani as its new General Manager for the South Asia region covering India, Sri Lanka, Bangladesh, Nepal, Bhutan, and the Maldives. He is joining the company's Asia Pacific leadership team effective October 18, 2017.

In this role, Shrenik will be responsible for further developing the growth of the company in the South Asian SMB and enterprise markets, capitalizing on the demonstrated capability of Kaspersky Lab's industrial cybersecurity solutions for the critical vertical sectors.

Shrenik will be based at Kaspersky Lab's South Asia office in Mumbai. Commenting on his new post, he said: "This is one of the best times to be working in the technology space and I'm thrilled to be joining the world's cybersecurity leader. The launch of Kaspersky Lab's 2018 consumer technology has shown sustained success for the company's flagship suite. I look forward to see tremendous opportunities ahead for the company as we execute a strong strategy to help protect businesses in critical industrial environments in the entire South Asian region."

With over 17 years of sales leadership experience across the information & communication technology sector in the South Asia market, Shrenik lists channel sales, distribution, business development to solution design, and support services among his areas of expertise. He also has a strong record of building channels and generating sources of revenue for a variety of system integrators, enterprises and SMB companies.

"He will be instrumental in helping me and the team in building and developing our go-to-market (GTM) strategy to support our growth journey for the entire South Asia business. His ability to mix between sales and channels will enable close alignment with priorities and growth objectives of Kaspersky Lab South Asia," says Stephan Neumeier, Managing Director, Kaspersky Lab APAC.

Shrenik's previous assignments include serving as country manager for the India & South Asian Association for Regional Cooperation (SAARC) businesses at Unify India. Under his leadership, the business has been transformed from a more or less 100% direct sales to a complete indirect sales model. Shrenik has also held leadership positions in several other organization including Avaya and Orange Business Services. He holds an Engineering degree in Electronics and Communications from Mumbai, India.

Shrenik replaces Altaf Halde, who was at the helm of the region for seven successful years. Halde is leaving the company to pursue opportunities outside Kaspersky Lab.

"I would like to thank Altaf for his great contribution to Kaspersky Lab. With his leadership and contribution, the Kaspersky brand was built and now is widely recognized as a top leading cybersecurity brand within the South Asia region," Neumeier added.