



## Zia Yusuf

President and CEO of Streetline Inc., "Internet of Things" start-up



### CSA CELEBRITY SPEAKERS

Zia Yusuf, a top technical expert with a proven track record of leading companies to success, is currently CEO of a venture-funded "Internet of Things" start-up called Streetline. The company is a global leader in smart city solution who deploys sensor-based networks in cities. Over 30% of traffic in a city is caused by people looking for parking. Streetline puts a sensor in each parking spot and then provides a range of web and mobile applications to cities and consumers. Zia Yusuf is also a consulting associate professor at Stanford University.

**"Streetline was named the world's smartest start-up"**

#### In detail

Prior to Streetline, Zia Yusuf was the Executive Vice President and member of the Executive Leadership Team at the global business software leader SAP AG. Having spent ten years at SAP in December 2009, he joined Sutter Hill Ventures and Norwest Venture Partners as entrepreneur in residence, looking at a range of start-ups to find his next role. Streetline is a Sutter Hill portfolio company and that is how he was invited to join as CEO. Prior to SAP AP, Zia was with Goldman Sachs for a couple of years and before that with the World Bank Group.

#### What he offers you

Zia Yusuf provides audiences with ideas and insights into how people can shape their careers, explaining how each individual plays a role in their own success, stretching them into areas and tasks they did not think they could do.

#### How he presents

A highly motivating and experienced speaker, Zia Yusuf shares his business background and experiences with audiences worldwide.

#### Languages

He presents in English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone or e-mail us.

#### Topics

Start-Ups  
Entrepreneurship  
Business Strategy  
Smart City Solutions  
I.O.T. - Internet of Things