

Ian Manocha
Managing Director
SAS UK & Ireland

Ian Manocha is the Managing Director of SAS UK and Ireland, and a member of the SAS EMEA Executive Board. Ian also has responsibility for SAS' fast growing international defence and security business.

SAS is one of the largest software companies in the world and the leader in business analytics software and services. The SAS UK & Ireland subsidiaries are a major contributor to SAS worldwide revenues. The operations for which Manocha is responsible include the head office in Marlow as well as offices in London, Manchester, Glasgow and Dublin.

Manocha joined SAS in 1996 to develop the company's Manchester office, and in 2000 he moved to the head office to take up the position of UK Sales Director. During this time he contributed to the transformation of the company from a tools provider to a provider of business-critical software applications through the introduction of industry and solution-specific sales and service teams, as well as the development of major account programmes and alliances.

In 2005, Manocha's career took on an international dimension when he became responsible for the direction of SAS' financial services and risk management businesses across Europe, the Middle East and Africa. In 2007, Manocha moved to Vienna, where as Managing Director of SAS Austria he was responsible for major customers across Central and Eastern Europe.

A civil engineer with a military background, Manocha entered the business technology world just under 25 years ago when he joined ICL (now Fujitsu), where he initially worked on government and defence contracts. This was followed by a switch into the insurance industry, and then experience in the banking sector with Unisys. Ian has deep experience building sales & service organizations, creating innovative customer partnerships, and leading P&L subsidiaries.

Manocha holds a BSc Honours degree in Civil Engineering from Southampton University.

