

## Trozo Names Former Retail Enterprise Technology Leader Sunil Nair to Drive Global Expansion in MENA



**Dubai, United Arab Emirates May 28, 2026 ([IssueWire.com](https://www.issuewire.com))** - Sunil Nair Joins Trozo as

For Global Expansion as Strategic Advisor

Dubai-based veteran CXO and Board Advisor to many global conglomerates over the years brings 28+

years of enterprise transformation expertise to lead Trozo's expansion across the Middle East and Africa (MENA ) and Southeast Asia (SEA)

Trozo, the fast-rising intelligent commerce platform redefining how global businesses operate, today welcomes Sunil Nair to help with Global Expansion as Strategic Advisor to the Leadership Team. Mr. Nair is Dubai-based and deeply embedded in the region's enterprise fabric, he will spearhead Trozo's expansion across the Middle East and Southeast Asia — two of the world's fastest-growing digital commerce corridors — starting immediately.

### A Force of Nature in Enterprise Transformation

A seasoned former CTO and CIO, Sunil has orchestrated digital reinvention across \$10B+ portfolios at some of the world's most formidable conglomerates — including Majid Al Futtaim Retail (MAF), Landmark Group, GMG, Cenomi Retail/AlHokair, Aditya Birla Group and Wipro Technologies. Throughout his notable career, Sunil has held influential senior executive and CXO roles at market-leading organizations. In these capacities, he has spearheaded high-impact digital and omnichannel transformation journeys for a prestigious portfolio of global and regional brands, including Carrefour, Zara (+Inditex brands), Nike, Under Armour, Columbia, Gap, Aldo, Charles & Keith, Spar, Géant, SAVA, VIVA, SuperCare.

As Trozo's Global Expansion Czar, Sunil will drive the company's market entry and growth strategy across the Middle East — beginning with the UAE and KSA — and into Southeast Asia. He will forge C-suite relationships, open new enterprise accounts, and serve as a strategic advisor to the leadership team, ensuring Trozo's expansion is grounded in deep regional expertise and commercial impact.

### Leadership Speaks

“At Trozo, we have spent years obsessing over every pixel, every workflow, and every decision point to build a product that doesn't just keep up with the future — it defines it. Our platform is razor-sharp, enterprise-grade, and built to scale without breaking a sweat. When we decided it was time to take Trozo global, we knew we needed someone who doesn't just understand enterprise DNA but has spent decades rewiring it. Sunil is exactly that person. His strategic acumen, his unmatched network, and his relentless drive to move the needle make him the perfect partner to carry Trozo's vision to every corner of the world. We couldn't be more excited to have him”.

— Pavan Govindan, Co-Founder & CEO, Trozo

“In my career, I have had the privilege of building and breaking and rebuilding some of the region's most complex technology ecosystems. When I encountered Trozo, I recognized immediately that this is not just another platform — this is AI infrastructure for the next era of business. The product vision is exceptional, the team is hungry, and the timing is perfect. I am here to help Trozo become the name every boardroom around the world associates with intelligent, scalable, and ruthlessly effective commerce operations.”

— Sunil Nair, Strategic Advisor , Trozo

The company is also supported by multiple leaders and operators from the San Francisco Bay Area ecosystem, including backing and strategic support from StartFresh Ventures and global technology executives across AI, commerce, mobility, and enterprise transformation.

Trozo is backed by senior global industry leaders including Ashwath Bhat (CFO, Fractal Group), Harald Kroeger (President of Automotive Business at SiMa.ai and former Member of the Board of Management at Bosch), and Vijay Ratnaparkhe (veteran leader formerly at Infosys and Bosch Global).

Trozo is a venture-backed intelligent commerce platform built for modern D2C brands, covering everything from brand analysis → content creation → scheduling → publishing → social tracking → sales attribution — all within a single platform. No more juggling multiple tools, and zero guessing on what actually drove sales.

### About Sunil Nair

Sunil Nair is a Seasoned Transformation Architect with over 28 years of experience leading enterprise reinvention across \$10B+ portfolios in MENA, India, and Southeast Asia. A former CTO and CIO at some of the region's most prestigious conglomerates, Sunil specialises in strategic planning, mergers and acquisitions, AI-led transformation, and Corporate Governance.

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Source : Trozo

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