

# Sanjog Aul

EXECUTIVE DISCUSSION DESIGN + MODERATION

—  
Panels that stay focused.  
Sessions that matter.

500+ sessions. Buy-side and sell-side audiences.

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✉ [invite@sanjogaul.com](mailto:invite@sanjogaul.com)

🌐 [www.sanjogaul.com](http://www.sanjogaul.com)

🌐 [linkedin.com/in/sanjogaul](https://www.linkedin.com/in/sanjogaul)



# The Experience Sanjog Creates



## Executive Discussion Design + Moderation

- ✓ 34 years in enterprise technology
- ✓ Founder, AVVAL (Fortune 500 clients)
- ✓ 500+ moderated panels
- ✓ CIO Talk Network: 60k+ listeners in 110+ countries



### Steady Dialogue

People think out loud. No debate. Tensions emerge, but the room holds together.



### Clearer Thinking

Leaders work through questions together. Not because someone gave them answers, but because clarity emerged.



### Core Approach

Helping the conversation hold together. Staying useful for the people in the room.

## Works Best When...



### Intent to Think Together

Listen carefully. Leave with clarity. No pre-packaged viewpoints.



### Experienced Leaders

Real issues. Leaders working through them. Willing to discuss.



### Structure Without Control

Structure guides. No rigid control. Real dialogue happens.

## Not Designed For



### Promotional Panels

Pitching products instead of exploring issues.



### Scripted Sessions

Pre-rehearsed Q&A. No spontaneity.



### Predetermined Messages

Landing marketing points instead of honest exploration.

# Background & Credentials



## Leadership Credentials

OPERATIONAL & ENTREPRENEURIAL FOUNDATION

- **34 years in enterprise technology.** CEO & Founder, AVVAL. Built IT consulting firm for 22 years. Served Fortune 500 clients. Dell. United Airlines. Case New Holland.
- IT staffing. Software development. Workforce transformation.
- Founder, CIO Talk Network. **Global leadership intelligence platform. Founded 2003. 110+ countries.** Featured: US White House CIO, UN, WHO, NASA, Google.
- Strategic advisor to IT vendors. Author, The Tricycle Way. **500+ moderated panels. Discussion design and moderation.**



## Global Reach

INTERNATIONAL PERSPECTIVE

- Moderated sessions across **North America, Europe, and Asia.**
- **CIO Talk Network:** Global leadership intelligence platform. 110+ countries.
- Understanding of cross-cultural leadership dynamics through global audiences.



## Recognition

INDUSTRY VALIDATION

- Named "**Top 100 under 50 Executive Leaders**" by Diversity MBA magazine.
- **CIO Talk Network:** Ranked #1 CIO podcast globally by Ziff Davis.



## Author & Thought Leader

ORIGINAL FRAMEWORKS

- Author, **The Tricycle Way.** Leadership framework from 34 years lived experience. Helps leaders balance pressure with clarity.

# How It Works

Keep the room *present, thoughtful*, and *engaged* with what matters.

## The Process



### Before the Session

500+ moderated panels. 1,000+ executive conversations. Why is the session happening? Who will be in the room? What would make the time meaningful?



### In the Room

23 years listening to buyers. 22 years as a seller. Listen on two levels. What is being said. Where the conversation is drifting. Hold tension without taking sides. The room's energy reveals as much as the transcript.



### Dynamic Intervention

Strategic questions slow things down when momentum outpaces clarity. What matters shows up. When focus is lost, bring it back. When the conversation finds its center, let momentum build.

## Core Philosophy

Active Listening

Strategic Pauses

Dynamic Flow

## From 500+ Panels: CIO Roundtable

### SCENARIO: Digital Transformation Fatigue

At a recent roundtable, one panelist mentioned **"digital transformation fatigue."**

Instead of moving on to the next topic, the room was paused. The question was posed: *Did the other four CIOs feel it too?*

### *"The outcome?"*

The next 15 minutes became the most valuable part of the session. Because the room stayed with what mattered.

# Where This Work Is Used

For **technology leaders (buy-side)** and **vendor/partner executives (sell-side)**. Based on 500+ moderated panels since 2003.

## External Forums

- **Executive Panels at Tech Conferences**  
For CIOs and CTOs making decisions. And for vendor executives shaping the industry. Real dialogue, not talking points.
- **Roundtables**  
Technology leaders and vendor executives together. Honest dialogue. Moving beyond the sales pitch.
- **Partner Summits**  
Vendor-organized events. 23 years listening to buyers. 22 years as a seller. Balanced discussions between vendors and ecosystem partners.

## Strategic Sessions

- **Sales Kickoffs (SKOs)**  
For vendor teams aligning on strategy, messaging, and execution. Clarity and focus for the year ahead.
- **Leadership Offsites**  
Private sessions for C-suite technology teams. Or vendor leadership groups. Alignment. Reflection. Strategy course correction.
- **Customer Advisory Boards**  
Feedback loops between enterprise customers (CIOs) and product providers. Driving roadmap innovation together.
- **Internal Discussions**  
Internal alignment. For IT teams driving change. For sales, product, and GTM teams refining strategy before execution.

# How Preparation Happens

1,000+ executive conversations. 500+ moderated panels. Work starts before anyone walks in. Preparation is not about scripts. Get clear on what matters.

## Preparation Focus

FROM 1,000+ CONVERSATIONS

Context > Content

Themes & Tensions over Scripts

## Before the Room



### Understanding Context

Understand why the session is happening. Who will be in the room? What would make the time meaningful for them?



### Themes Over Scripts

Find the themes. Find the buyer/seller tensions.



### Loose Structure, Not Fixed Path

Loose structure. Keep it open. Go where the room needs to go.

## The Intent

*The format may change, but the intent stays the same:*



### Think Together

Think together.



### Clear & Respectful

Make honesty safe. Clarity first.



### Worthwhile

Value, not activity.

*"To help people think together in a way that feels clear, respectful, and worthwhile."*

# What the Room Feels Like

500+ moderated panels. The conversation settles into a steady rhythm. People notice this.

## Interaction Flow

FROM 500+ PANELS

Steady & Deliberate

Respectful • Thoughtful • Clear

## What You'll Notice

### Thoughtful Pace

People speak thoughtfully. They listen more closely. The discussion moves forward without feeling rushed or forced.

### Divergent Perspectives

23 years listening to buyers. 22 years as a seller. Multiple perspectives. No debate.

### Gentle Guidance

When the conversation starts to wander, it is gently brought back. When something important emerges, there is room to stay with it a little longer.

## The Result

### No Empty Debate

Perspectives exist side by side without conflict. The room sees the whole picture.

### Clearer Thinking

Participants leave with clearer thinking. They work through the complexity.

### Shared Work

People reason together, not apart.

#### What participants often say:

*"Not because they were given answers, but because they had the space to work through the questions together."*

# What Leaders Say



*“Sanjog has an amazing ability to get a group of IT executives, who by nature tend to be introverts, to easily express their knowledge, concerns, and ideas. He provokes an excellent exchange of information while staying firmly in control of the event. His charming demeanor, technical knowledge, and business acumen make Sanjog one of the best technology moderators anywhere.”*

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**David Tamayo**  
Acting CIO  
DCS CORPORATION



*“Sanjog roamed the audience and solicited the attendees for input throughout the session. His style elicited strong engagement and thoughtful responses from the discussion.”*

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**Tony Shaw**  
CEO & Founder  
DATAVERSITY



*“He expertly moderated the event of over 20+ professionals on numerous Cyber Security, Cloud, Data-Privacy and Internet of Things topics. I was impressed with his in-depth knowledge and his breadth of experience in being able to speak knowledgeably about these technical topics.”*

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**Gary Hayslip**  
Chief Information Security Officer (CISO), Deputy IT  
Director (DCIO)  
CITY OF SAN DIEGO

# When This Work Fits Best

## Best Fit Events



### Tech Conferences

CIO summits, IT forums, SaaS & cloud events.



### Executive Panels

CXO discussions where depth matters more than promotion.



### Advisory Boards

When clients need honest, facilitated dialogue.



### Partner Summits

Tech vendors, consultants, system integrators.



### Leadership Offsites

Private sessions for alignment & reflection.

## Why It Lands



### Thoughtful

Real conversation, not scripted messaging.



### Steady

Facilitation that guides, not controls.



### Real Issues

Actual challenges. Real work.

# Start the Conversation

Select conferences and executive forums. Depth matters more than promotion. Not available for all events. Alignment conversation first.

## INQUIRE & BOOK



[invite@sanjogaul.com](mailto:invite@sanjogaul.com)

## WEBSITE



[www.sanjogaul.com](http://www.sanjogaul.com)

## CONNECT



[linkedin.com/in/sanjogaul](https://www.linkedin.com/in/sanjogaul)

## LOCATION



Based in Bolingbrook, IL (Chicago metro)