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## Integrous expands with new Director of Projects

### News

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We are delighted to announce that Biju Chudasama has joined the Executive Board of Integrous as Director of Projects. With over 20 years Information Systems experience including e-commerce, business transformation and outsourcing, Biju has hands-on experience of delivering competitive advantage within multi-million pound turnover organisations. Operating primarily at board level, Biju is a specialist in IT strategy and has demonstrated both the capability and an uncompromising commitment to deliver results. Integrous CEO Qasim Majid commented on the new appointment; "After working alongside Biju on a number of occasions, I am delighted that he has agreed to come on board as a co-director. We are now undertaking more and more large projects and Biju will add significant value to the business with his depth of expertise and visionary approach." As Director of Projects for Integrous, Biju will be primarily responsible for the strategic scope and tactical implementation of projects for clients, but his hands-on approach gives him the capacity to contribute in all areas of an organisation. "I have a passion for developing sustainable growth for clients' businesses through innovative and cost-effective use of IT," Biju said following the appointment, "But it's not just about strategy. Implementation is the key to success so I like to get under the skin of the business and work closely with the client – I'm very much hands-on and get my sleeves rolled up on a project. If I cannot identify an IT solution that will save my client's money or dramatically improve efficiency, I view that as a failure and failure is not something I am accustomed to!" Biju is a Prince 2 Practitioner, affiliate of the Institute of Directors and studied IT, Business Process Management and Marketing at Cranfield School of Management. Born in Kenya with Indian descent, it's of no surprise that he also has a passion for cricket and athletics! [Back to main News Archive](#)