ritson.io

winston@ritson.io · ritson.io
linkedin.com/in/winstonritson
Johannesburg · Zimbabwe, South Africa, Zambia

FOUNDER, RITSON.IO · AI STRATEGY FOR AFRICAN ENTERPRISE

Winston (Vinni) Ritson



A two time Chief Operating Officer who builds and runs multi country technology businesses in markets where regulation, currency and infrastructure make growth hard to sustain. Founder of ritson.io, an AI strategy practice that helps African leaders decide what to own, what to rent, who governs it and who is paid for it.

- **Available for advisory, board and executive mandates.**

The record

MAR 2024 TO PRESENT

MTN Business Africa

Acting General Manager, Cloud, IoT and Unified Communications

Engaged as a third party consultant through ritson.io, with executive scope across 14 markets. Leads the enterprise AI agenda and wrote the AI go to market framework adopted by group enterprise leadership.

AUG 2015 TO FEB 2024

Liquid Intelligent Technologies

Chief Operating Officer, Liquid C2, from June 2022

Helped build the group's cloud and cybersecurity business from five people to more than 200 across 21 African countries. Held full profit and loss accountability as revenue grew by more than 35% a year for five consecutive years to reach US$94 million. Earlier roles: Chief Business Development Officer, Group Head of Cloud, Group Product Manager.

NOV 2010 TO SEP 2014

inq. Edge (formerly Africonnect), Lusaka

Chief Operating Officer from June 2012

The business launched Zambia's first 4G network across six cities and doubled its customer base.

MAR 2024 TO PRESENT

ritson.io

Founder and Chief Executive

An AI strategy practice for African enterprises and institutions, and publisher of The Meridian.

US$94m	21	14
a year at Liquid C2	African countries at Liquid C2	markets at MTN Business Africa

How I work with organisations

Scorecard
A fixed scope assessment on seven dimensions of AI strategy, with the three moves that matter most.

Strategy
Cost, talent, governance, vendor terms and exit architecture, sequenced over roughly 18 months.

Counsel
A retained seat beside the board or executive team.

Thinking and writing

The Meridian
A weekly series on AI in Africa, and the source of the Token Index, the Prompt Wage Index and the African AI Readiness Curve.

***Hello AI* (2024)**
A guide to artificial intelligence for executives who are not technologists.

Education and speaking

MBA, Warwick Business School, 2026
Research on the AI Ambidexterity Matrix. Executive programmes at Stanford Graduate School of Business (The Emerging COO) and London Business School (The Business of AI).

Speaking
Africa Tech Xpo 2026 in Lusaka, the MTN Unlock AI Summit and the ITWeb Security Summit 2023.