

FOUNDER OPERATIONS PARTNER



Building the systems, structures, and teams that let founders stop running the business — and focus on growing it.

15+

Years experience

300+

Nurses deployed

\$30K

Revenue in 14 days

9M

South Africans reached

Sharmla (Sharm) Pillay
Founder Operations Partner

MusicTech • MedTech • NGOTech • CreativeTech

South Africa • Australia • Europe • Global Remote

INTRODUCTION

Most founders don't have an operations problem. They have a 'doing everything myself' problem.

ProficientOBM is a fractional operations management practice founded by Sharmla Pillay — a seasoned operator with 15+ years of experience building infrastructure, streamlining workflows, and coordinating remote teams across healthcare, creative, NGO, and music tech sectors.

Working with early-stage and scaling founders who are smart, heart-led, mission-driven, and running out of bandwidth to do everything themselves. I step in as your Fractional Operations Manager — the person who builds the systems, structures, and teams that create operational stability and unlock growth.

Not a virtual assistant. Not a project manager. A strategic operator who has built operational engines from scratch, under real pressure, in real businesses — across three countries.

WHAT I DELIVER FOR FOUNDERS

01

Operational Audit

Identify exactly where time and money are leaking. A structured review of your workflows, team responsibilities, tools, and processes — with a clear action plan to fix what's broken.

02

Full Recruitment Function

End-to-end recruitment for new and scaling companies — job design, sourcing, screening, compliance checks, and deployment. Built to move fast under real operational pressure.

03

SOP Development

Documented, replicable processes your team can follow without you. Built around how your business actually operates, not a generic template.

04

Startup Operations Build-Out

From zero: recruitment infrastructure, rostering, payroll setup, vendor management, and government relationships. Built under live pressure, delivered fast.

05

CRM Implementation & Configuration

CRM systems configured to match your pipeline and team workflow. Alongside your IT partner, I develop, implement, migrate data, and train your team — so adoption actually happens.

06

Workflow Automation & Systems

Automations using Systeme.io, Notion, Trello, Asana, and AI tooling that run the repeatable work — so your team focuses on what requires human judgment.

Available fractionally — no full-time hire required. Engagement types: Fractional Ops Manager • Head of Operations (contract) • Operational Advisory • Project-based Systems Builds

WHAT MAKES PROFICIENTOBM DIFFERENT

I don't compromise what already exists. I optimise existing systems or build what doesn't exist yet – CRM, SOPs, team structure, recruiting infrastructure, manage governance and regulatory compliance – while the business is running.

In MusicTech specifically, I'm South Africa's only Black female, award-winning international Techno DJ – 14 years independent, self-managed, active across five countries. I don't learn your users' world through research. I already live in it. – Sharmla Pillay

SECTORS SERVED

MusicTech

Platforms, tools, and infrastructure for artists, labels, and the creator economy. I bring an operator's expertise and an artist's lived perspective to every engagement.

MedTech & Healthcare

Healthcare startups scaling clinical or administrative operations. Proven experience building recruitment infrastructure, CRM systems, and multi-site staffing under live pressure.

NGOTech & Social Impact

Mission-driven organisations building tech-first infrastructure at low or zero budget. I understand how to deliver extraordinary outcomes with constrained resources.

Creative Agencies

Agency operations across South African award-winning advertising agencies – workflow management, job lifecycle systems, and cross-functional team coordination in high-pressure environments. Sharm created TBWA's first award-winning database, collating 20 years of awards from manual to digital format.

CASE STUDIES

The proof is not in the credentials. It is in what was built, under what conditions, with what resources.

Covax Australia — Healthcare Startup

Queensland, Australia, 2021 – Healthcare - MedTech

Covax Australia, the preferred HR supplier to QLD Health for mass vaccine clinics, launched during COVID-19. No systems, no team, no CRM, and no clients. On day one, Sharm was given one instruction: recruit 15 registered nurses by morning. She started at 1pm. Done by 8pm. Over the following weeks, she built the entire operational engine – CRM, rostering, payroll, government relationship, Facebook recruitment campaigns – while simultaneously managing 11 onsite staff and hundreds of remotely registered nurses.

\$30,000 billed in 14 days • 300+ nurses deployed • 8 vaccination sites staffed

NASA / European Space Agency — CFH Children Unite Against Child Abuse, 2007–2008

South Africa, Belgium, USA & Europe – 2007 – 2008 - NGOTech - Social Impact

A zero-budget bi-national awareness campaign designed, managed, and executed by Sharm Pillay – coordinating a partner NGO in Belgium, NASA, European Space Agency, 10+ local and international celebrity judges, and schools across South Africa. The winning artwork from Belgium and South Africa, similar in nature, flew aboard the Space Shuttle Atlantis STS-122, certified by Astronaut Leopold Eyharts. Arranged by CFH Board Director, Keith Kenneth, the campaign achieved SABC prime-time coverage and reached approximately 9 million South Africans – on a total operational budget of R5000.

1,200 student entries • Flown on Space Shuttle Atlantis STS-122 • 9 million South Africans reached

Archbishop Tutu Anti-Xenophobia Campaign & CFH Share the Warmth Blankets Drive

Cape Town, South Africa – USA – 2008 – NGOTech - Social Impact

Celebrities For Humanity (CFH), founded by Sharmila Pillay launched their “Share the Warm Blankets Drive”, during South Africa’s 2008 xenophobic violence crisis. Sharm organised the late Archbishop Emeritus Desmond Tutu's official visit to Masiphumelele – the first community to publicly apologise to and repatriate displaced foreign nationals. The operation required multi-stakeholder coordination across TBWA Hunt Lascaris, Protea Hotels, Patricia & Captain Bob Maier (USA), Delta Airlines (who flew the blankets in from Atlanta) 10+ celebrity public figures, a 15-member community forum and the Archbishop’s office – no government funding, no PR agency, and an R0 operational budget.

6+ celebrities coordinated • 200+ blankets • 400+ children • A community recognised - National coverage

MusicTech — The Operator Who Lives It

South Africa – Global – 2014 – Present

South Africa’s only Black female, award-winning, international Techno DJ –Self-managed, independent, active across 5 countries for 14 years, building the same operational discipline into her own label CODE1313 and brand. Every booking, radio residency, press releases, and regulatory registration self-negotiated and self-managed. When ProficientOBM works with music tech founders, Sharmila brings not only operational expertise but the lived perspective of the independent artist your platform is built to serve.

9+ global radio residencies • Lady of the House UK Demo Winner 2025 • Code 1313 label registered

WHAT CLIENTS SAY

“Sharmila's unwavering commitment and profound expertise were truly commendable. Her pursuit of excellence and her tenacity to transcend set benchmarks were palpable.”

Annie Muller, Operations Manager, KnG Healthcare / Covax Australia

Manu Kala, Co-Founder of Covax Australia, referred to Sharm as his “Mike Ross” — the character from the legal drama “Suits” known for walking into rooms with no formal credentials, no playbook and delivers through raw ability, work ethic, and instinct. For a founder building a business from nothing under crisis conditions, that is the highest compliment he could give. Manu was named Gold Coast's Young Entrepreneur of the Year in 2023.

CREDENTIALS

Lady of the House UK

Demo Competition Winner, 2025

DJane Top 100 Global Rankings

Top 6 Ranking — African Continent, 2017

SABC3 Mela TV Show (South Africa)

Documentary Feature, 2016

Pete Tong DJ Academy (Europe)

Qualifying Student & Moderator, 2023 – Present

Destiny Magazine, South Africa

Champion of Change • Woman to Watch, 2010

Press Coverage (Local & International)

Beatportal • IOL Independent • Psychologies Magazine, Destiny Man, Entrepreneur Magazine

LET'S TALK

Let's build what your business actually needs.

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