

Ethica Appoints Bradley Shaw as Strategic Advisor to Accelerate Growth Across Africa

Cape Town-based telecoms veteran to help drive partnerships with African service providers as the Canadian software firm scales across African markets

TORONTO, ONTARIO, CANADA, September 3, 2026 /EINPresswire.com/ -- CAPE TOWN, South Africa / TORONTO, Canada, 3 September 2026 — [Ethica Channel Enablement Inc.](#), the Canadian company behind the CloudAccess software-defined networking solution, today announced the appointment of Bradley Shaw as Strategic Advisor. Shaw will work with Ethica's leadership to accelerate growth across Africa, where the company is now represented in ten markets.

In the role, Shaw will advise Ethica's leadership on regional go-to-market strategy and open executive-level relationships with Mobile Network Operators, Internet Service Providers and Managed Service Providers, targeting the channel partnerships that will carry the company's next phase of growth in Africa.

Based in Cape Town, Shaw is Vice President for Africa at Elveo Mobile and brings more than two decades in telecoms spanning strategy, mobile solutions and the emerging impact of AI on connectivity services. He takes up the Ethica advisory role alongside that position. Living and working in the market, he understands first-hand how African service providers buy, build and compete.

"Our channel partners can stand behind enterprise-grade SLAs anywhere on the continent, across any access type, not just where the fibre happens to reach. With more access options than ever, the differentiator is no longer what you can connect; it is what you can promise once connected. Bradley's relationships and standing across Africa will help us extend that reach considerably faster."

— Alan Zimmermann, CEO and Co-founder, Ethica Channel Enablement Inc.

Shaw joins as enterprise customers across Africa move from buying links to buying a managed solution — across branches on fibre, sites on fixed wireless, and locations where satellite is the only viable option. CloudAccess bonds any mix of those into a single resilient connection with seamless, session-proof failover, licensed white label to partners under their own brand and SLA.

"Across the continent, Africans need fast, resilient connectivity to compete fairly in the digital

economy. My work is about accelerating the infrastructure that will enable Africans to excel in the years to come – and working with Ethica gives me the platform to advance that mission.”
— Bradley Shaw, Strategic Advisor, Ethica Channel Enablement Inc.

Ethica is expanding its partner network across Africa. Details for Operators, ISPs and MSPs are available at <https://ethica.partners>.

About Ethica

Ethica Channel Enablement Inc. is a Toronto-based technology company that makes highly resilient business internet affordable to deliver anywhere. Its CloudAccess solution combines the mobile, satellite and broadband connections already available at a site into a fast, dependable service, with no expensive fibre build and no complicated deployment. By removing the cost and complexity that made remote and hard-to-reach sites uneconomic to serve, Ethica lets service providers win customers well beyond their existing networks, under their own brand — putting digital transformation within reach of all businesses. Ethica works through partners across Africa, the Americas, Asia-Pacific and Europe.

Ethica Media Relations

Ethica Channel Enablement Inc

sales@ethica.partners

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/939125679>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.