

Sales and Marketing /Manager/Director

20+ years of success developing and executing sales strategies driving corporate objectives and revenue growth expectations

Repeated accomplishments leading sales of cutting-edge enterprise solutions, including Software-as-a-Service (SaaS) and on-premise initiatives. Expertise in building and delivering unified and optimized digital marketing solutions and managing business change. Customer-centric, influential leader with acute business acumen and expertise in building and leading high-performance teams to stimulate transformational change, innovation, and value creation. Expert presenter, negotiator, and businessperson; able to forge solid relationships with partners and build consensus across multiple organizational levels, explaining complex concepts to senior stakeholders in clearly understandable language.

Areas of Expertise

- | | | |
|--|------------------------|------------------------------|
| • Sales Management | • Marketing Management | • Project Management |
| • Consultancy | • Content Creation | • Solution Selling |
| • Business Process Improvement | • Website Development | • Requirements Analysis |
| • Account Management /Growth | • SEO | • Agile Methodologies |
| • Enterprise Content and Document Management | • Change Management | • Cloud Computing |
| | • Documentation | • Mentoring/Team development |

Professional Experience

Magellan Consulting Services

Sales and Marketing Director (August 2017 to date)

Magellan is my consulting company, and while looking for a long-term contract or permanent role, I continue to provide Website Development, Training, Sales and Marketing services, and Consultancy.

Qual Limited

Sales & Operations Director (November 2024 to current) (Permanent)

Tasked with fixing the business

Qual approached me to overhaul the sales and marketing functionality at the company. After leading a review of the business, I identified several key issues, including interdepartmental dysfunction, a lack of brand identity, and an outdated website. Additionally, the marketing was disconnected from the sales objectives and lacked even simple call-to-actions.

After completing a plan of action, I worked with the Team to build a brand and company identity, then oversaw the complete redesign of the website and its associated marketing materials. I have instigated a more structured planning approach to marketing, providing visibility of upcoming activities on a rolling basis. The next six weeks' activities are planned in detail, with campaigns fully defined. Further ahead, there is a six-month outline plan, while maintaining the capacity to react quickly to market news and create new projects.

Within six months, this has quadrupled web traffic, increased profitability, and started to generate inbound enquiries.

I have also brought the sales and marketing teams together into a cohesive unit, pulling in a single direction, rather than doing their own, often opposite campaigns.

Selected Contributions:

- Built a brand identity.
- Completely overhauled the company website.
- Mentored and trained both sales and marketing staff.
- United dysfunctional teams.

...continued...

Bluestream

EMEA Sales and Marketing Director (August 2017 to May 2024) (Contract)

Tasked with building EMEA and North American business, including developing marketing and sales plans/campaigns by country and region.

Direct new product sales and develop dynamic partner channels, creating a multifaceted marketing strategy to recruit and retain partners, manage accounts, and build new enterprise business sales. Present at events and conferences throughout Europe and North America, demonstrating unique features of the product set and talking about the underlying technologies and market trends. Leading webinars and delivering online and onsite demonstrations.

Selected Contributions:

- Completely overhauled company website (twice), personally creating new, and rebranding existing marketing collateral.
- Recruited new effective partners throughout Europe.
- Cultivated excellent client relationships and growing customer base by securing first customers in several European countries, including Germany, Norway, Denmark, Sweden, and Belgium.
- Introduced modern sales and marketing technologies to improve lead generation, defining personas, building sequences etc.

Mekon

Sales & Marketing Director (2012 to 2017)

I managed all sales, marketing, and key account initiatives, including designing, developing, executing, and monitoring marketing plans.

Developed business plan for a new division, conducting market analysis to plan and implement product pricing and positioning strategies. Recruited, mentored, and trained sales team and met personal consultancy and solution sales targets throughout the UK, Europe, and the USA. Generated leads, provided tender responses, and negotiated mutually beneficial contracts. Presented at trade shows and events, selling SaaS solutions to high-profile customers, including AQA, RSSB, Swift, and Cray.

Selected Contributions:

- Won OJEU tender for the creation of a mobile platform to distribute technical information to railway workers (RSSB project value £500k), negotiating the mutually beneficial contract.
- Sold solution for the creation of exam specifications and support material to UK's largest examination board AQA (project value >£600k); managed all contract negotiations.
- Consistently met or exceeded sales targets, achieving between 110% and 140% of performance of target.
- Led OJEU tender response for a solution to create Hansard (a daily parliamentary record); the initial value was £500k with subsequent revenue exceeding £1.5m through enhancements and support/maintenance.

Ether Solutions (Contract)

Business Development Manager (contract) (2011 to 2012)

Promoted enterprise document and content management solutions together with consultancy services based around the Oracle product suite (particularly WebCenter, UCM, and Documaker).

Achieved contracts for services and initiated, developed, and maintained professional relationships with decision-makers in key organisations. Maintained exceptional levels of customer service, transforming sales leads into contracts and actual business. Directed business development activities and brand strategies to optimise sales and create new opportunities and go-to-market strategies.

Selected Contributions:

- Consolidated marketing position, reworked marketing collateral.
- Led several large-scale tender bids.

...continued...

Hitec (Labs)

Sales Manager–Banking & Finance (contract) (2010 to 2011)

Sold compliance, risk, document management, and archiving software to financial institutions throughout London.

Built and led effective marketing campaigns and sales strategies to expand corporate presence and facilitate revenue generation. Prospected and secured multiple worldwide accounts, including First Bank of Nigeria, which purchased a high-value compliance solution.

Selected Contributions:

- Created a large pipeline with multiple foreign banks based in UK.

The Content Group

Business Director/ECM Specialist (contract) (2009 to 2010)

Conducted consultative selling of EMC² product set, particularly Documentum and Captiva.

Consulted with companies considering changes to their business processes, particularly around data capture technology, helping to build and present business cases.

Selected Contributions:

- Secured major deal with Alliance Trust in Dundee, selling digital mailroom solution comprising data capture, workflow, and document management (project value >£400k), including all contract negotiations.

PowWowNow (PWN)

Sales and Customer Services Manager (2007 to 2009)

Explicitly recruited on a recommendation to set up and direct sales and customer service teams for voice and web conferencing service sales.

Recruited, trained, mentored, and managed a team of office and field-based sales executives, reporting directly to owners. The Team consistently achieved sales targets.

Selected Contributions:

- Grew sales and marketing team from 2 to 12 at PowWowNow.

Selected Additional Experience

Mekon, **Sales Manager** (2002 to 2007)

Built and mentored sales team selling consultancy, XML Systems integration, workflow, business process management, and software development services. Sold a major workflow/business process management system to Edexcel/Pearson Education to create exams and exam specifications. I led the consultancy phase and presented the final proposed solution to the Board at the Project Team's request. Project value in excess of £2 million.

In.vision Research, **Business Development Manager EMEA**

Developed a European partner channel for an XML authoring tool that plugged into MS Word to allow the creation of valid structured XML.

TAS Software, **Sales Manager** (1998 to 2001)

Built a proactive sales team from four members to 20+, conceiving, developing, and overseeing outbound telephone campaigns, recruiting, training, and mentoring staff.

Education

HND, Mechanical Engineering • Kingston College of Further Education – London

Sales and presentation training courses, UK and USA

Product-focused training on various applications and technologies, including EMC Documentum, Oracle, Captiva, Kofax Capture, and BPM/workflow.

Software proficiency: MS Office (advanced user), Adobe Creative Suite (advanced user of Illustrator, InDesign, & Photoshop), Adobe FrameMaker, Oxygen Author, XDocs DITA CCMS, WordPress, Elementor, Yoast SEO, and multiple CRMs including Apollo, Hubspot and Salesforce.

Professional Associations/Volunteering

- **Rotary International**, (Ewell) Treasurer.
- **The Scout Association** (Leatherhead District), Explorer Scout Leader, Adult Training Advisor and Assistant District Commissioner (Activities).
- **Archery GB**, Instructor.
- **National Small Bore Rifle Association**, Instructor Rifles and Pistols.