

Enterprise software sales leader with a proven track record, trusted by executive teams at Schwarz Group, Pepkor, Vodafone, BAT, GSK, Coca-Cola and Hutchison Whampoa. A consistent top global performer at SAP, Cloud Software Group, TIBCO and Axonify, leading complex, multi-stakeholder sales cycles and digital transformation programmes across telecoms, banking, consumer goods, life sciences, retail and utilities. Partners with exceptional engineers to move enterprises beyond the limits of legacy software, applying AI in ways that are genuinely new and genuinely useful, and bringing customers along every step of the way.

#1 EMEA

Cloud Sales Executive, SAP 2016

President's Club x5

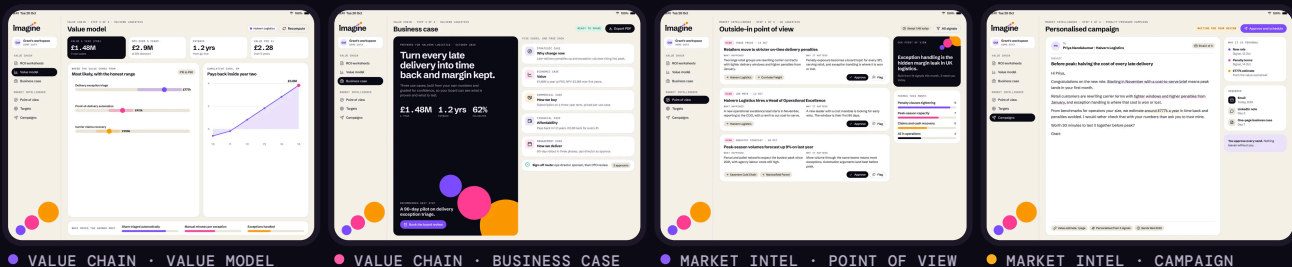
SAP 2016 · TIBCO 2017, 2018, 2019, 2021

Circle of Excellence x2

Cloud Software Group, 2022 and 2023

BUILDING WITH AI: MY PERSONAL OS

A series of capabilities that has evolved into an integrated Personal OS, improving my productivity and enabling me to deliver an exceptional customer experience. Integrated Value Chain: from ROI worksheets to model to business case. Market intelligence and outreach: from outside-in points of view to personalised campaign execution.



EXPERIENCE

Cogna

Jun 2026 – Oct 2026
(company restructure)

GTM – Critical Industries

- Brought operational AI to critical industries across the UK and Europe, covering an 18-account UK water and utilities portfolio (Thames Water, Severn Trent, Yorkshire Water, Anglian Water, Scottish Water and others).
- Co-developed Dig+, the streetworks proposition spanning gas, water and electricity networks and their tier-1 contractors.
- Partnered with operations and transformation leaders to identify high-stakes problems and shape tailored AI applications with human oversight and measurable operational impact.

Platform focus: operational AI for critical industries · tailored AI applications · operations and transformation engagement

Axonify

Mar 2024 – May 2026

GTM – International

- Partnered with large frontline-heavy enterprises across EMEA in retail, hospitality, aviation and telecoms to improve operational execution through continuous learning and performance platforms.
- New business deal with Schwarz Group for Lidl International in 7 key markets; new business deal with Pep Stores in South Africa and expansions across Vodacom and Pepkor Lifestyle.
- Worked with executive and operational leaders to build investment business cases and turn strategic intent into consistent frontline behaviour across distributed workforces.

Platform focus: operational performance · enterprise workforce capability · frontline execution

Cloud Software Group (TIBCO)

Aug 2016 – Feb 2024

Sales Director – Global Accounts

- Led account teams for Barclays Group, Vodafone Group, Hutchison Whampoa, Marks and Spencer and Boots, positioning real-time data and integration platforms with CIO, CTO and transformation leaders.
- Vodafone: \$10M in enterprise licence agreements (ELAs) across Vodafone UK, Turkey, Hungary, Germany and Czech Republic, built on cloud migration business cases.
- Hutchison Whampoa: \$8M net-new licence, subscription, consulting and managed services.
- Marks and Spencer: responsible for the successful re-launch of the M&S Sparks loyalty programme.
- TalkTalk: turned a "legacy" perception into a \$2M ELA enabling cloud migration and access to a TIBCO innovation fund.
- New business: new logos won from behind at Belron (Autoglass) and Kokoro; significant new investment from M&S and Boots.
- Attainment: 130% of target in year one and #4 Strategic Account Executive globally (2017); #8 Strategic Account Executive globally (2019).

Platform focus: real-time data platforms · enterprise integration and event streaming · architecture modernisation

SAP

Oct 2012 – Jul 2016

Global Account Director

- Led the British American Tobacco campaign that delivered a \$15M five-year total contract value (TCV) cloud investment, at the time the largest global customer investment in SAP SuccessFactors, resulting in being awarded #1 Cloud Sales Executive in EMEA.
- Led enterprise campaigns at GSK, Coca-Cola, SABMiller and Vodafone with Deloitte and Accenture, modernising HR operating models; new self-service and shared-service models projected to save £20M–£25M a year in resource costs.
- 245% of subscription target; Outstanding Achievement Award and EMEA Key Contributor Award for British American Tobacco (2015).

Platform focus: cloud HR (SuccessFactors) · HR operating model transformation · enterprise SaaS at global scale

Cisco / VCE

2005 – 2012

Senior Account Executive – Advanced Technologies Group

- Engaged early adopters for emerging networking and data-centre technologies across the UK, Nordics and Benelux, including Lufthansa, Maersk and TeliaSonera.
- Founding team member at VCE, the Cisco, EMC and VMware joint venture; won early Vblock investments at Close Brothers and Man Group.

Earlier career

IS Solutions UK and USA · Amacis · Art Technology Group (ATG) · Corizon

- IS Solutions UK: enterprise e-commerce and customer engagement software sales to customers including Orange, Toyota and Toshiba.
- IS Solutions USA: based in San Francisco from 2000 – 2001 in the Bay Area selling BroadVision 1:1 personalisation software, with a multi-million deal with the team at OfficeFurniture.com.
- Amacis: sold the groundbreaking SMS and MMS capabilities to the Marketing Group at Orange, which was pivotal in the sale to Primus in December 2003 (later acquired by ATG).