



MARK WILLIAMS

Director

SALES & BUSINESS DEVELOPMENT

Mark has had a highly successful sales and commercial career over the past 20 years since retiring from the Army. He has operated at senior level as a Managing Director, Sales Director and Executive Consultant with a number of blue chip companies in the IT and telecommunications industries. He also has extensive experience of start-up and early stage companies. His forte is in building, managing and organising strong sales teams, accelerating sustainable growth and delivering top-tier performance. He is also experienced in individual and team coaching and mentoring. He has run many successful channel management marketing and sales teams and delivered on target with a consistent track record over many years. His focus is in helping early stage SMEs to rapidly accelerate sales revenues by building a robust, well organised, scalable and sustainable sales organisation.

Areas of expertise include:

Leadership • Key Account Strategy and Execution • Business Development • Team Building • Problem Solving • Coaching and Mentoring • Client Executive Relations • Partner and Channel Management • Performance Improvement • Process and Metrics

Information Technology Services • Enterprise Software • Telecommunications

PROFESSIONAL EXPERIENCE

SALES STRATEGIES, London, United Kingdom • 2008 to present day

Consulting/hands on involvement with early stage through to FTSE 500 IT & Telecom Companies: building go to market propositions, pipeline, sales/channel strategies and structures. Global/key account strategy and execution. Outsourced sales team building and hands on sales leadership. Role definition and recruitment, team building. FS, Local Government. Risk and compliance. IT Security.

Experience covers a number of challenging but successful sales leadership roles in a cross section of IT and Telecoms, enterprise software and service areas - with start-up companies through to major 'blue chip' global corporations with responsibility for revenue streams between £5m to £100m.

Can engage with C-level executives and consistently generate and grow revenue, sometimes from scratch. Has led and developed businesses across many different technology and service areas across a number of different vertical markets and internationally. Understands the balance between acquiring and developing new business and, at the same time, looking after and developing existing customers.

- **Organisation and metrics:** recruiting and developing sales organisations and management teams from the ground up, establishing rigorous and effective account and pipeline planning processes and procedures to ensure success.
- **International expansion:** deploying channel partner and territorial expansion strategies that doubled sales pipeline.
- **Strategic planning and partnering:** restructuring and establishing a new approach to strategic solutions led sales, expanding relationships with existing customers and partners to more than double revenue whilst focusing on highly profitable accounts.
- **Strategic Product Development:** planning, developing and delivering new product and service offerings creating new profitable revenue streams

Extensive military training and experience has given me excellent, feet on the ground, leadership, problem solving, communication (written and oral) and planning skills. I am also a strong and collaborative team player.

Commissioned Service in the Army (Royal Regiment of Artillery) • 1976 – 1990

14 years commissioned service: progressive and successful Army career experiencing the best leadership, management and administrative training available:

- Educated at RMA Sandhurst and Junior Division of Staff College. Academic studies: Military History and Military Science
- Selected for key appointments:
 - o Executive Assistant to Regimental Commanding Officer
 - o Assistant to a Chief of Staff – working at ministerial level in Ministry of Defence
- Promoted to Major at earliest opportunity
- Served in the UK and NI, Germany (twice), Hong Kong
- Won Commando Green Beret
- Active service: Falklands, Northern Ireland

Modus Operandi:

Hands on, part time, interim sales directing – attend meetings each week and manage weekly pipeline reviews for initial 2 months:

- **Baseline, manage and grow sales line:**
 - o Capture key opportunities for next 3, 6, 9 months – assess priorities, sales resource competence and allocation and **review pipeline weekly**.
 - o **Develop CRM** as a tool to enable focus and growth. Start basic – then evolve
 - o Review and manage external relationships, recommenders, resellers etc.
 - o **Sales team management and support:** prep work, sales meetings, ad hoc 'phone calls, follow ups, coaching, qualification, deal reviews etc.

Additional work when planned and budgeted:

- **Strategic** – build & evolve high level objectives with **business & sales plan**
 - **Tactical - framework and organisation for future growth:**
 - o **Document** and standardise sales processes; qualification criteria, magic stories, steps to success, deal reviews, forecasting etc.
 - o Sales channel, go to market, **review and plan**.

Define sales team structure, **document job specs** and, in time, help recruit.