




MIKE BERRY

**CHIEF COMMERCIAL OFFICER, CHIEF REVENUE OFFICER,
VP SALES, REGIONAL MANAGING DIRECTOR**

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CONTACT

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KEY SKILLS

FINANCIAL SERVICES

Commercial Strategy / Negotiation

Global Complex Engagements

Cloud Acceleration - Public/Hybrid

Enterprise Hardware / Software / Services

Global Sales Leadership

Core Banking / Retail Banking / Cards and Payments Business

Market Development

Talent Development

Performance Management

Global Marketplace Penetration

Strategic Planning

Sales Execution

Sell To / Sell Through, VAR and SI Partnerships

Natural leader, highly versatile and operationally astute delivering outstanding year on year growth and demonstrable business performance, with over two decades of consistent success with top tier technology and service integration employers. Inspires best practice sales, marketing and operational effectiveness across teams to drive sustainable, repeatable growth across all channels locally (UKI) and globally EMEA and worldwide. Excellent interpersonal and relationship building skills, with the ability to communicate not only a vision but also tangible solutions to deliver and inspire the team to success.

- Adept in complex, global high value sales across all IT industry sectors, including Cloud adoption, Hybrid, Hardware, Software, Consulting, Business, Service Integration and HTD (Hire Train Deploy)
- Delivers exceptional results; Delivered over \$1Bn+ in net new, incremental business across Financial Services vertical, leading a team of between 8-25 sales directors, account managers, client directors supported by wider direct/virtual team of pre sales, SME, business development and delivery executives
- Builds and leads effective sales, marketing, operational and logistics strategies to execute innovative Go To market strategies in leveraging customer first engagement
- Fosters cohesive team spirit and performance excellence across a diversified team. Motivates, coaches and develops loyal teams to progress beyond expectations. Cultivates productive industry networks
- Succession planning through coaching, mentoring UK account managers promoted to either GAM, Sales Director roles. Repeatedly developing team members to secure No1 UKI / EMEA salesperson of the year.

PROFESSIONAL EXPERIENCE

SPARTA GLOBAL - GROUP COMMERCIAL DIRECTOR JAN 23-JUN 23 REGIONAL SALES DIRECTOR FINANCIAL SERVICES, UK/I

- Joined Sparta (Hire Train Deploy organisation) who deploy 700 graduates to 63 licensed clients. GCD role to support existing management team to deliver PE realised valuation of £160-£200M for funding round (3) in October
- 2023 Competitive organisation in HTD sector - FDM, Kubrick, Grayce, PWC operate key competitors. Number of critical operational challenges to immediately address on joining. Restructured underperforming sales organisation, Technical director team, Client engagement.
- Removed toxic individuals in Sales, Pre Sales, SME. Started to create performance based sales culture. Presented GTM for immediate in year sprint and 3 year growth plan. Target 100 Licensed Clients
- Delivered first multi year transaction - £8.3M 80 Spartans/2 years
- Deployed first MEDDIC based enterprise training plan
- Delivered first Sales Vision for exponential growth (accepted and validated by PE - Inflexion Group) Presented with transaction bonus contract for October 23 re finance.
- 6 month probation period ended (June23) ahead of transaction bonus being awarded



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EDUCATION / TRAINING

CAREER AND LIFE POSITION

Mentored through Bigbluestuff coaching

MENTORING - COACHING

Worked with RBS Entrepreneurial Spark / Dell EMC Hub to support incubator, new launch companies with go to market strategy, sales execution and sales growth.

Extending this to personal coaching, Sales Mentoring ex team members career development

PROFESSIONAL TRAINING

Sales Management

Frost & Sullivan

Presentation Skills

Argyle

Major Account Management

Blue Circle

Strategic Selling

MEDDIC, SMT / Fox selling / Executive conversation

EDUCATION

BA Degree Business Studies (Tees-side University)
2 A Level / 9 O' Levels

PROFESSIONAL EXPERIENCE (continued)

DELTA CAPITA (ACQUIRED JDX CONSULTING) FEB 20 - DEC 22 CHIEF COMMERCIAL OFFICER - EXECUTIVE LEADERSHIP TEAM

- Joined JDX Consulting to drive commercial growth of industry leading staff augmentation business. Creating a team Sales focused, performance environment delivered strength in sales cadence, governance, forecasting, reporting and a "sell to" rather than "buy from" culture. Worked directly with the board to restructure the organisation and remove £1.3M unnecessary cost. Re-purposed non sales people into delivery, organisational roles. Sales attrition reduced to <9%. Increased new logo focus, 37 net new logos delivered by March 2022.
- Key recognisable deliverables - Ebitda 3% to 9%, average deal value increased by 248%. JDX market valuation increased by circa £11.4M to £46.6M pre acquisition. Renewals/New Business transitioned from 78%/22% to 49%/51%.
- Introduced performance based culture and true enterprise performance sales culture, supplemented key sales people for start of Fy22 with Enterprise led salesteam.
- JDX first:- Commission structure, External MEDDICS sales training, ONE JDX culture and corevalues. Mentoring and coaching for future leaders, Sales and organisation wide
- Fy 21 Delivered 82% YoY contracted Revenue growth , 48% YoY BCV (booking)

CRO-VENTURES

INDEPENDENT ADVISORY/INTERIM COMMERCIAL DIRECTOR - CHIEF REVENUE OFFICER ROLES

- Invinsec - Cybersecurity - SIEM End Point Detection and SoC aaS - Seed Funding and Interim Chief Revenue Officer role . Delivered new go to market strategy to work with existing sales teams to develop and close new business - Revised target of 3x increase in ARR (£1m existing to £4M target revenues), 5 x increase in pipeline generation include securing existing renewals (30 customers) and building and closing target of 60+ net new customers in year and building a pipeline to close 250 new customers
- Naviga Inc - Content Management Specialists in Media Industry - International Sales Advisory - Engaged with International Sales leaders to refine and deliver International sales growth plan, to focus on global complex deal management, new acquisition markets , new think big strategy to secure exponential growth for international business . Execution of agreed plan , with continued coaching of sales leadership has delivered 40% year on Year growth
- Whitehat Analytics - UKI Sales growth plan and GTM acceleration-Datascience SME engagement to create UKI sales engagement plan to extend beyond initial launch customers . Demand generation to target 12 net new customers by end of March 2020 including all customer engagements, opportunity development in support of existing executive team . Develop talent identification plan to recruit team to execute agreed plan.
- Webinfinity - Seed investment and international GTM growth plan.New Go To Market plan to scale from 30 customers to 100 by end of December 2020. Engaged with executive leadership team to support future funding round and development if new market offering . International growth plan to include direct, sell with and sell through strategies, talent identification in UKI, France, Switzerland and Nordics.



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PROFESSIONAL EXPERIENCE (continued)

AMAZON WEB SERVICES (AWS) OCT 17- NOV 18

REGIONAL SALES DIRECTOR FINANCIAL SERVICES, UK/I

- Enterprise segment virtualised the UKI business requiring a leader for the newly formed FSI vertical. 11 direct sales reports with a target of 15 by year end 2018 supported by 22 Systems architects, business development team
- Created a sub vertical structure to maximise understanding, opinion and customer obsession which also supported the GFS (Global Financial Services drive) GFS targeted top 25 FSI customer worldwide. In creating US downstream team supported global initiatives and local to global execution
- 145 FSI enterprise customers split across retail banking, insurance, asset and wealth management, cards and payments, white space and big bets. Challenges remain re verticalisation and accuracy of wider AWS allocation
- UKFSI target expectation 60% growth YoY vs UKI enterprise growth projection of 45%. Currently projected exit ARR is 79% YoY growth - Aspirational target for team delivered January 2018 - 1x\$100M enterprise agreement supported by 10 x \$10M big bets for 2019 execution
- Key delivery in supporting the leadership principles is to help bring Amazon's e-commerce expertise to cloud software and fundamentally change how we can drive significant selection and revenue growth with AWS FSI Accounts in UKI with 5 year target expectation to build a \$500M ARR business
- Critical management focus to work with teams across the AWS organisation. Pro serve, training, Legal, marketing, alliance partners, ISV's and marketplace leveraging the wider organisation to mutual success.

EMC (NOW DELL TECHNOLOGIES FEB 1 2017) MAR 14- OCT 17

REGIONAL SALES DIRECTOR FINANCIAL SERVICES, UK/I

Fy14 Target \$134M Exit \$162M 120.8%

FY15 Target \$132M Exit \$108M 81.8%

FY16 Target \$82M Exit \$84.8 103.4%

Key areas of Responsibility

Execute against Area Plan to grow the business in excess of market expectations, achieve revenue targets and take further market share. Lead Federation (EMC, VMware, VCE, RSA and Pivotal) change initiatives in response to changing competitive/ economic landscape.

- "Pipelined" by UK MD since 2012 to support verticalisation of UK enterprise business in support of both Global accounts and Financial Services which formed over 52% of UK Enterprise revenues. Stabilised existing business and then developed effective go-to-market strategy, execution plan to drive growth
- Created new go to market strategy - Run The Bank v Change the Bank which increased quarterly revenues and governance by >400% in year 1. Instrumental to revenue growth included recruitment outside of standard storage sales teams - delivered 5 consecutive quarters of growth
- Won major deals with RBS, Nationwide, Virgin Money, Deutsche Bank HSBC totalling in excess of \$128M in year revenue
- Generated substantial growth; delivered first two Financial Services ELA (Enterprise Licence Agreements) and first Pivotal deal (Rapid Agile development in UK).
- Delivered worlds first Business Data Lake solution including 3 select partners to Bank of England to enable digital transformation of analytical outbound reach and advisory \$5.8M
- Developed natural succession plan with senior sales team; brought in several new leaders and retained top performer sales staff. Recruited several key team members from previous employers, whilst ensuring stability through existing team through reduced staff turnover; re-energised sales teams including clear governance and role definition
- Re-built primary relationships across the Federation (internally) and externally with the channel, enhancing direct relationships with System integrators (Accenture, Capgemini) delivering increased focus on Sell with Sell through model.



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PROFESSIONAL EXPERIENCE (continued)

CAPGEMINI FINANCIAL SERVICES UK/I JAN 12- FEB 14 SALES DIRECTOR / MEMBER OF UK LEADERSHIP TEAM

FY13 Target \$125M - Exit \$108M 86.4%

FY12 Target \$120M - Exit \$142M 118%

Targeted specifically for global financial services experience and relationships across Cx level with UK leading Tier 1 Banks Accountable for driving sales revenue, marketing, new business offerings, technology partner development (Microgen / CA for example) channel leverage, service delivery and consultancy.

Key Disciplines

- Big Deal Management Across Banking and Insurance - Overall responsibility of managing and driving large financial transactions across existing customer base and potential new logo customer significant contract value exceeding £20M+ opportunities business / technical transformation, consulting, outsourcing across Application rationalization, Core banking, Cards and Payments, Digital transformation, Testing leveraging direct sales team, sell through and sell with Consulting, Infrastructure and Core services. Delivering key wins at HSBC, Co Op banking Group, FCA, RBS and Yorkshire Building Society.
- Building a domain sales strategy for the Financial Services vertical in the UK Sales Operations and Marketing- Develop, refine and improve discipline around pipeline through to forecasting for the end to end sales selling cycle and methodology across all departments such as marketing, operations, finance, etc.
- Introduced analysis and evaluating the effectiveness of sales, methods, sales costs and results. Created and recruited new Bid response team (Bid Management) to pro-actively target, manage and respond to RFIs, RFPs, RFQs for
- Clients creating replicable sales engagement and go to market offerings – Proactive selling v reactive response
- Coverage of 7 Vice Presidents (Client Executives), 23 Account Managers Team, 1642 FTE – On-shore/Near-shore/Off-shore
- Leadership of global sales engagement with Capgemini's largest global financial organisations.

CA TECHNOLOGIES DEC 09 - DEC 11 VICE PRESIDENT SALES EMEA

FY 11 Target \$64.88M Exit \$ 68.13M (YTD 112%)

Head-hunted to rejoin CA as VP Sales for CA Technologies for the Global Service Providers; delivering leadership of global teams of 21 personnel, 7 Direct reports incorporating sales, education, and support line of business specialists. Responsible for management of Complex deals across EMEA. Responsibility, accountability and direction of all major deals per region per quarter across EMEA- North (UK/Ire, Nordics), South (Iberia, France, Italy) and Central (Alps, Germany). Overlay "DEALMAKER" sales role maximizing revenue, new contract value and renewal position. Strategic engagement with local, regional country management, SVP level including entire virtual account team, technical and commercial Key objective to leverage.

Key target initiatives

- Infrastructure as a Service -Z series Mainframe/Enterprise systems -IBM/CSC, Messaging as a Service (Fujitsu) SaaS – Project Performance Management (Clarity-Capgemini) Cloud "Run Book Automation" – Cloud Network management Atos Origin. Spearheaded successful critical wins at:
- Telefonica – Global Datacenter Consolidation / Global License – \$22.84M
- CSC- Zurich Financial Services Win Back – \$22.4M
- IBM-Deutsche Bank Mainframe extension/Postbank – \$18.2M
- Transformed commercial strategy, inclusive of all divisions of CA, Mainframe, renewals, new business, and consulting and product innovation to develop and deliver lucrative contracts across the enterprise customer base
- Achieved >150% increase in EMEA revenues and increased pipeline to close rate from 68% to >80% supported global team to deliver the number 1 division across CA.



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PROFESSIONAL EXPERIENCE (continued)

SUN MICROSYSTEMS APR 07 - DEC 09

GLOBAL CLIENT DIRECTOR, HSBC

Fy09 Target \$60.23M Exit \$ 84.88M (140.9%)

Fy08 Target \$ 54.88M Exit \$ 72.356 (131.8%)

Fy07 Target \$22M Exit \$25.6M (116%)

Exited FCS following sale of technology rights to Ingram Micro to return to focus on core skills in global sales team leadership instrumental to in driving increased market share until subsequent Oracle acquisition.

- Delivered number 1 global account for supplier of performance management software into HSBC
- Leading global team of 47 personnel, 12 Direct sales reports across UK, EMEA, US, LatAm and APAC
- Generated exceptional revenue growth; including largest ever single global transaction \$178.6M
- Increased governance and sales discipline both directly and indirectly into HSBC. Built productive teams and strategies; devised and delivered sales methodology training and inspired loyal, high performing team with minimal turnover.

FCS CRYOSERVER FORENSIC COMPLIANCE SYSTEMS JUN 05 - MAR 07

VICE PRESIDENT SALES

Joining as Head of Sales the primary objective was to create a sustainable and workable business model to support a 100% indirect model for the sale of forensic archiving and compliance solution for email, instant messaging and other electronic records. Initial structural and investment changes enabled a rapid promotion to Vice President Sales to take full control responsibility for P&L, reporting to the Chief executive and Executive Chairman on the board.

Key Tasks undertaken

- Restructured the existing sales model to introduce a Direct Touch / Tier 1 Value Added Reseller Channel, split into Enterprise Sales, SMB
- Created new go to market initiative to maximise coverage model including sales transition from software and services model into Appliance led sale ; create new reseller - VAR Channel development model; replicated this structure across EMEA ,US and South Africa
- Transformed internal processes; re-captured focus on in year revenue , sales execution ;restructured entire sales team removing 7 sales , replacing with 3 high touch sales leads, 2 channel managers and business development team; took accountability for sales development , operational integration. Assumed leadership of service delivery team to introduce new levels of client service and efficiency.

COMPUTER ASSOCIATES PLC, GLOBAL ACCOUNT DIRECTOR FEB 96 - MAY 05

GLOBAL CLIENT DIRECTOR, HSBC

Target \$20M Target \$10M Target \$5M

FY05 – 242 % FY00 – 402% FY99 – 82%

FY04 – 189% FY01 – 118% FY97 – 90%

FY03 – 382%

FY02 – 138%

Key Critical Successes

- FY00-Awarded CA's UK & European No. 1 / World No.2 plus CA's World Number 1 FY03 – 382%
- Largest single transaction outside of US \$36.3M. Biggest individual Sales target in Europe – Overachieved annually 8 consecutive years. Virtual team management, cross geography to leverage consistent go to market sales teaming
- Stabilise the existing relationship with the organisation to create an EMEA and global platform for future revenue.