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I.T. SALES AND CHANNEL MANAGEMENT (EMEA)

♦ I.T. - Telecoms - Networks - Marketing Strategy - Maximizing Profits ♦

An entrepreneurial proven record of establishing and developing new businesses, sales channels and distributor relationships throughout EMEA. Developing and implementing marketing strategies, lead generation activities and maximizing sales revenue whilst raising I.T. Security and telecom company profiles and product awareness. Accomplished in sourcing Value Added Distributors (VADs) and Value Added Resellers (VARs) in each major market and training sales and technical teams. Now looking to continue making significant contribution for a company that offers a similar I.T. Security International Channel Sales Development appointment.

AREAS OF EXPERTISE:

- Sales and Marketing Strategy
- Business Start-up / Development
- Business Relationship Management
- Exploiting New Markets
- I.T. Security & Network Product Knowledge
- Leadership / Staff Training / Development
- Budgeting / Reducing Costs
- I.T. / Administration / MS Office
- Channel Management
- Business Analysis
- Recruitment
- Maximizing Sales

PROFESSIONAL DEVELOPMENT:

BA - ongoing	Business Leadership & Innovation – Surrey University	2010
PSS	Professional Selling Skills	2006
TQM	Total Quality Management	1999
BA	Education	1994

Other Notable Courses: Writing Proposals, Tender Navigation, Negotiation Skills, FLA Finance Concepts, ICM Introduction to Accounts, Process Mapping, Measurements of Customer Expectations, Learn To Lead. MS Office, MS Windows, & IBM and Lotus Notes.

ACCOUNTABILITIES AND SIGNIFICANT ACHIEVEMENTS:

CHANNEL SALES MANAGER (EMEA)

Oct 10 – Present

NetClarity Inc. I.T. Network Access Control (NAC) Vendor.

Responsible for delivering the easy-to-use, powerful and cost-effective NAC technology through partnerships and customer successes. Developing trusted partners throughout EMEA including OEMs, distributors, resellers, and technology partners (these partners carry a variety of complementary products and offer a wide range of value-added services). Also coordinating marketing and sales activities, updating and managing pipeline reports and preparing revenue forecasts. Regularly liaising with HQ: Peers, SE's and marketing, reporting to the company founder and CTO.

- Instrumental in launching Netclarity across the UK, Europe and Scandinavia and for establishing a 2 tier sales channel across these markets. This also resulted in partnerships being agreed and executed with suitable and well established distributors in each market with inventory and / or demonstration and evaluation equipment purchased by each.
- Coordinated and rolled out a training program to the distributor's sales and technical teams before reseller workshops were arranged and key resellers visited to introduce Netclarity.
- Established, formalised agreements and developed a 2 tier sales channel across Europe (inc Scandinavia), whilst developing distributor relationships throughout EMEA.
- Designed and implemented sales and marketing incentives that drove sales and raised brand and product awareness.
- Sourced Value Added Distributors (VADs) and Value Added Resellers (VARs) in each major market.
- Sold demonstration / evaluation equipment to all new partners. Created training packages and trained partner sales and technical teams, thereafter supported partners in reselling through their reseller channel.
- Wrote PR articles for partner e-blasts and industry websites' publications
- Created and delivered sales pack as part of training program for sales staff
- Attended and made sales presentations at trade shows (Cebit, InfoSec and Risk Conference etc) throughout Europe.
- Significantly contributed to the global sales target and market position.

EXPERIENCE AND ACHIEVEMENTS (CONTINUED)

OWNER / PARTNER

Feb 08 - Sept 10

Venue Consultancy Ltd:

- Developed this venue booking and venue selection consultancy business, offering rationale and booking service to advertising agencies throughout the UK.
- Redefined the sales proposition, refined the go-to-market strategy and enhanced the company's corporate identity.
- Developed working relations with brands such as Sony, VW, Cadburys, Jordans, Mercedes, BMW and Samsung.
- Our competitors, who were far larger organisations than ours, started to imitate our proposition, our website and client program offerings, in order to maintain competitiveness.
- Created content for first Company website and delivered website largely mimicked by key competitors.
- Increased the client base from 3 Advertising agencies to 20 - Fastest growing venue booking agency in UK 2008 & 09
- Within 12 months our active client base had grown, from 3, to more than 20, and our sales revenues had tripled from £250,000 to £750,000 and our Gross Profit to £167,000.

CHANNEL DEVELOPMENT / CORPORATE CLIENT MANAGER

May 04 - Jan 08

Virgin Media Business Services:

- Quickly assimilated detailed knowledge of Virgin's commercial and technical products & solutions (including IPVPN, Cisco routers & Juniper firewalls). Turning a highly complex set of voice, data, internet and security services into a tangible benefit to customers in West London and SE England regions.
- Produced regular, timely and accurate MI reports (such as forecasts, sales reporting procedures).
- Increased revenue from existing business customers and new channel partners year-on-year by over 100% of target.
- Initiated relationship, executed partner plan and grew revenues with 3 major Channel Partners and SIs.
- Consistently achieved £2 Million sales targets for product penetration, order intake and billable revenues.
- Top performer in sales office (among 9 peers) and number 2 in Southern Sales region.
- Constructed and implemented new channel partnership agreements with key SI's and Virtual Network Operators which resulted in additional sales revenues of over £1 Million per year.

BUSINESS ANALYST

2003

IBM Benelux (3 month Contract):

- Researched financial analysis of IBM's main competitors (Sun, Dell & HP etc) and identified new Resellers and Solution providers in the area of Server and External Disk Storage.
- Created and populated a live report based spread sheet for the Sales Director which illustrated how IBM compared with its local competitors by product range and sales revenues.
- Identified over 50 potential new resellers and key contact details for the IBM sales team to approach with the aim of winning market share.

CHANNEL BUSINESS DEVELOPMENT MANAGER (EUROPE)

2000 - 03

North South Communications (Supplier of Telecommunication Voice, Data and Video solutions):

- Sourced and developed new reseller accounts in Europe, generating new business opportunities for providing customers with a suite of telecommunications data solution to suit their needs. Protect and develop existing accounts.
- Achieved up to 104% sales target in an ever decreasing market.

EARLY CAREER SUMMARY

Area Sales Manager (S.E. England)	Sony Vaio UK (achieved up to 138% of annual sales target)	1998- 00
Channel Sales Account Manager	DCC Ltd (Apple & Compaq business leasing - 139% of annual sales target)	1994-98

PERSONAL

Languages:	English, Dutch and Flemish.
Born:	1972.
Marital Status:	Married.

References available on request.