



Roland House. 2, Roland Gardens, London, SW7 3RU.

Mobile +44 (0)7426702071

Email: [tyroneincyber@gmail.com](mailto:tyroneincyber@gmail.com). Web : [www.tyronemorris.biz](http://www.tyronemorris.biz) > [LinkedIn](#) <

## INTERNATIONAL BUSINESS EXECUTIVE

♦ B2B Sales - Strategic Planning – Customer Aficionado – Multi-Lingual ♦

A high achieving, well networked, entrepreneurial Business Executive with an outstanding record of maximizing opportunities and growth within the most challenging and competitive environments. As a business leader developing hybrid B2B multi-disciplined and multi-cultural sales teams as well as customer and business relationships. As an influential decision maker, solving complex business problems and enabling enterprise strategies that facilitate other significant achievements and corporate goals.

## NOTABLE AREAS OF EXPERTISE

- Customer Relationships
- Stakeholder Relationships
- Maximizing Sales
- Problem Solving
- Leadership
- Presentations
- HR Issues
- Systems Development
- Joint Ventures
- Negotiating
- Mergers / Acquisitions
- Quality Assurance

## PROFESSIONAL DEVELOPMENT

<b>mMBA</b>	Babson College, Boston USA	1995
<b>Executive</b>	Executive Education Program at INSEAD, France.	2005

## PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

### CLIENT MANAGING DIRECTOR (CUSTOMER CEO)

**2007 - Present**

#### Xerox Corporation:

Responsible for selling the entire Xerox portfolio and meeting all Customers' aspirations (Global annual revenue of \$50 million). Fulfilling vision, strategy with one of the top 15 Global Customers and helping establish joint GTM (go to market) activities with Customer. Managing a global team (dedicated countries include US, Germany, UK and China). Monitoring performances, appraisals and reporting to the President of Xerox Europe and the V.P and G.M of Global Account Operations in the US.

- **Negotiated and closed the largest technology deal in the history of Xerox, at \$113 million (a 2 year negotiation).**
- Achieved Global targets: 2007 (113%), 2008 (104%), 2009 (108%), 2010 (98%).
- Instrumental in aggregating over \$170 million worth of business during the 2007 summit (from sponsorship and relationships created during the 2005 summit).
- Aligned with Strategic Account Management Association (SAMA): Spoke on numerous occasions at their European and Global conferences. Presented at the Rotterdam Business School and at AMC (Account Management Centre) in Switzerland.

### DIRECTOR

**2006 - 2007**

#### Xerox Corporation, Germany (Integrated Account Management and Central Services):

Mainly responsible for Customer Retention, Corporate Resellers, Marketing, Customer Satisfaction and the Bid & Tender Centre. Reporting to the Country CEO.

- Integrated the Account Management for top 25 Customers, with strict cross-silo governance and reporting, (the 3 discrete divisions was not working across the Corporation).
- Won \$15 million worth of contracts and achieved new business transparency.
- Increased Customer retention: of 45 Customers cancellation letters had already been received from 32 Customers. 28 renewed their contracts and we transferred 6 Customers to our Corporate Resellers.
- Won \$20 million worth of new business after acquiring 5 new Corporate Resellers.
- Won 16 tenders worth \$165m after building a "Bid & Tender Team", and creating a satellite to the European Hub. This also significantly streamlined and quantified the 'bid / no bid' process, and eliminated many futile efforts and risks.
- Reduced marketing costs by 30% whilst improving the quality of marketing by creating a Central Marketing function.

## PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS (CONTINUED)

### GLOBAL ACCOUNT GENERAL MANAGER

2000 - 2005

#### Xerox, Europe:

Responsible for one of the top 20 Global Customers, selling the entire Xerox portfolio. Managed a global virtual team.

This responsibility encompassed a total Global annual revenue of just over \$35 million.

- **Signed one of the largest solution deals in the history of Xerox Europe worth \$78 million.** This 5 year contract encompassed many innovative and unique Global solutions across hubs in Germany, China and Brazil.
- Developed and grew new and renewal contract signings, invoiced revenue and gross profit.
- The Global targets achieved 2000 (95%), 2001 (210%), 2002 (170%), 2003 (103%), 2004 (109%) 2005 (101%).
- With extensive focus on my relationship network for about a year, I brokered a CEO to CEO level summit *par excellence* in 2005. This was an unthinkable goal in 2000, when Xerox was at the brink of being de-sourced. This summit involved almost the entire Xerox Europe Board, the Global Xerox CEO and the appropriate counterparts at the Customer. Significant opportunities were identified and sponsored from both companies.

### SENIOR VICE PRESIDENT

1998 - 2000

#### Siemens Nixdorf, Philippines:

#### Siemens Business Services and Information and Communication Products within Siemens.

Initially carried out the services of the Financial Director of the local subsidiary, I solved compliance and ethical irregularities and staffing issues. Thereafter orchestrated the company the turnaround, the culture change, style of management and mode of communication. The subsidiary started off with revenue of almost \$30m and 80 associates. Within two years grew company to almost \$50m of revenue and approximately 150 professionals. After HQ decision, wound-down the business that entailed the selling-off of selected business divisions and the retrenching of over 90 associates.

- Grew the company from \$30m to almost \$50m and from 80 to just over 150 associates.
- Opened up the call centre business that is still a major global hub at Siemens today.
- Introduced reporting and management tools that helped measure the savings and business performance.
- Went through cycle of building up a business and deliver the difficult winding down and closure of a business, which included selling off business elements worth just over \$8m.

## EARLY CAREER SUMMARY (1980-98)

Strategy Director	Siemens AG, Munich, Germany, (redesigned the Supplier Strategy)	1996-98
Change Agent	Siemens Business Services, Paris, France (created a local subsidiary in France)	1995-96
Applications and Services Manager	Siemens Nixdorf, Germany (implemented international centres)	1993-95
Financial Controller	Siemens Nixdorf – Munich, Germany (Managed merger in Northern Europe)	1991-93
Branch Manager	Siemens - Cape Town, South Africa (Managed regional sales branch)	1987-90
Product Manager	Siemens - Johannesburg, South Africa.	1986
Support Group Leader	Siemens - Johannesburg, South Africa.	1983-85
Consultant	Siemens - Johannesburg, South Africa.	1981-82
Commercial Assistant	Siemens - Johannesburg, South Africa.	1980:

## ADDITIONAL INFORMATION

### Associations and Community Service:

- Past President of the Home Owners Association - Johannesburg, South Africa (1996, 1997, 1998)
- Past President of the Association of Round Tables - Cape Town, South Africa (1998)
- Past President of the World Council of Round Tables President's Banquet - Cape Town, South Africa (1999)
- Member and Circuit Speaker SAMA (Strategic Account Management Association – Global (2008-Present)
- Founder of the Wine Connoisseur Club – Louveciennes, France (2009)

**Languages:** English, German, French. (Fluent), Dutch / Flemish - from Afrikaans (Colloquial)

**Personal History:** Born in South Africa to a Welsh Father and French / Dutch Mother in 1956

**Nationality:** Holds a French passport. Parallel citizen of South Africa

**Military Service:** Completed Military Service (Full Lieutenant)

**Other Activities:** Cooking, scuba diving, skiing, photography, travelling and cycling, golf.



References available [online](#) and on [LinkedIn](#).