

# ALISTAIR MENZIES ANDERSON

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**A commercially focused senior Digital Marketing and Cloud technology executive who takes a consultancy approach to meeting client needs through the delivery of complex business solutions. Proven record in business development – direct and via channels and partners. Experienced in delivering online and offline marketing initiatives. First rate financial, operational and project management experience. A talented and motivated coach and trainer who relishes driving change.**

## EMPLOYMENT HISTORY

### **Oct 07 to present      Asymptotix**

### **Associate Partner & Consultant**

Management Consultant at this Luxembourg based Risk Management and Banking consulting boutique firm.

*Internally* have been responsible for Digital Marketing, having developed the strategic vision for customer acquisition and engagement. Designed and developed their end-to-end integrated inbound marketing strategy with a dynamic Drupal based website. Blogs, White Papers and other online content is created and delivered to selective target audiences, also via syndication.

Email marketing campaigns and social networking techniques including Twitter have been used to effectively deliver content so as to nurture customers and to build credibility through delivering relevant insight and influence at senior decision maker level. Web Analytics and customer intelligence used along with SEO, PPC, CPM to increase reach. I blog about Digital Marketing techniques and provide in-house training and support.

*Externally* was consulting out at a UK based software startup, on an interim basis for an extensive period where I have been responsible for Operations and latterly defining their Digital Marketing objectives.

I co-managed the in-house development and design of the Cloud-based Platform-as-a-Service (PaaS), the applications via a Software as a Service (SaaS) and the Virtual Desktop on a USB stick. I managed partnerships with application houses, storage providers (SSP) etc and created the BB and B2C SaaS service offerings.

Structured and handled legal matters relating to a joint venture with a major University for funded application development and set up offshored development teams in multiple geographical locations. Helped client win first prize for the Best Emerging Technology at the UK ICT Awards in Nov '10.

Recently set the Company's online marketing and branding strategy with the goal to leverage social media networking, SEO, PPC, CPM, blogs, other content systems, customer intelligence and marketing analytics.

Undertook analysis of customer needs and requirements; advised prospects on different Cloud strategies to meet diverse and complex consumer and enterprise Cloud objectives; designed end-to-end Cloud application architectures, infrastructures and solutions to deliver against contractual SLAs; managed organisational change; interfaced with the development team to over-see delivery and deployment.

Responsible for operations management, including the development, design and improvement of the business systems and processes that create and deliver the client's products. This includes project planning and prioritising customer, employee and organisational requirements as well as financial planning and modelling.

### **Sept 06 to Oct 07      SmartFocus**

### **Management Consultant**

This leading UK vendor of multi-channel marketing software provides solutions for the segmentation and analytics of customer activity, online and offline campaign management and email based software marketing solutions together with the design, build and deployment of central 'single customer views'.

Worked with online and offline businesses to develop world-class digital marketing capabilities and to propose and deploy digital managed services so as to transform the consumer online experience and optimise up-selling and cross-selling capabilities for our customers.

Won the largest deal in the company's history with Manchester United for a marketing analytics and campaign management solution for their global supporter base. Deal value £680k (services half of this).

**Jan 05 to Aug 06      Hyperion Solutions****Regional Director**

Tasked to lead, create and then execute on a new Market Development Plan for the Middle East for the leading BPM (Business Performance Management) and BI (Business Intelligence) vendor. Starting with a region that produced < \$100k of revenues per annum I:

- Developed a marketing and branding strategy for Hyperion in the ME, organized marketing events, roadshows, executive dinners and other lead generation activities. Spoke at a number of events.
- Designed, developed and delivered complete sales training program to all the Partners' sales forces for complex solution sales. Helped the Partners develop account and territory plans as well as their internal business plans – their investment plans, resource plans, marketing plans, sales plans, etc.
- Added and aligned a range of new Tier1 and Tier2 Alliance and Channel Partners across the territory.
- Worked with Ernst & Young, Deloitte and other European PS firms on ME business opportunities.
- Led the initiative to promote Basel II Banking Solutions to leading regional banks (incl. Islamic banks)
- My teams won new deals with Kuwait Petroleum (\$450k), Orascom Construction (\$650k), Saudi Telecom (\$180k) and Qatar Telecom (\$805k) as well as at Orascom Telecom and Etisalat, which with numerous smaller BI deals brought in a total of over \$2.5m – half being professional services.

**Aug 01 to Dec 04      AN Partners Ltd****Sales & Marketing Consultant**

Provided a variety of consulting services in the area of marketing and business development to KPMG and a number of other IT, telecommunications and other high-tech companies.

- At KPMG devised and rolled out a new strategic alliance marketing and sales program for how KPMG could maximize their engagements with the Global IT vendors to create joint go-to-market business development programs. Worked alongside different managing partners to execute the new strategy.
- Developed a Joined Up Marketing and Sales Process Engineering offering for organizations whereby their marketing and sales initiatives were re-engineered, optimized, systemised and re-energised. This was provided to marketing and sales people alongwith motivational training which used NLP techniques
- Created technology business plan in the mobile and wireless applications sector; developed sales and marketing plan for a VoIP telecoms provider and a Healthcare provider; undertook technical review of a Storage Service provider.

**Aug 00 to Aug 01      EMC<sup>2</sup> London****Alliances Director (VC Programmes) – EMEA**

Given responsibility for developing a pan-European programme to build mutually beneficial commercial relationships (strategic alliances) with the financial community and with the large strategic consulting firms. Main exposure in Financial Services, Telecommunications and the Internet Infrastructure Service Provider sectors (ISPs, Data Centres, ASPs, MSPs, SSPs, etc.).

- Created a pan-EU network of more than 200 partners across the investment banking, venture capital, strategic consultancies and big-5 consulting groups
- Delivered revenues of over \$67m (\$60m target – 110%) with customers such as Credit Lyonnais, SocGen, ABN Amro, Shell, Deutsche Telekom, Siemens, BT, InterXion, CityReach and Telety
- Established strategic alliance program in the financial sector with KPMG, Oracle and Cisco

**Oct 98 to Aug 00      Morse Group, London****Snr Interim Executive Manager**

Morse was one of the leading value added resellers and systems integrators in the UK.

Dec 99 – Aug 00. Morse Red Creation: Interim Executive Manager,

Utilised multi-disciplinary operational and business development skills to lead and project manage the founding of two 'dotcom' businesses as an Interim Executive Manager generating PS revenues of £1.4m.

Oct 98 – Dec 99 Morse Hughes Rae: Senior Business Development Manager, Established strategic alliances with Autonomy, IBM and Microsoft and delivered £1m of incremental revenues. With a proposition based around transaction processing services on the Netscape Application Server and Knowledge Management, developed new business, managed accounts, project managed and provided supporting consulting/advisory services. Wins incl. Deutsche Bank, Standard Chartered Bank, Clarksons Shipbrokers, GRE/Axa, and the Yorkshire BS adding £800k of service revenue.

**Aug 93 to Oct 98      Eurotech, Dubai      Sales & Marketing Director**

A leading Systems Integrator and distributor in the UAE, supplying IBM, Lotus and Microsoft business solutions to corporations and public sector as well as a range of products to a pan-Gulf VAR/OEM channel.

- Built and trained a channel of over 200 resellers and retailers across the entire Gulf region
- End-to-end launched, marketed and successfully branded new products and services. Created the No. 2 multimedia brand with ca. 20% market share for multimedia hardware and software in the ME.
- Established and trained a multi-cultural, multi-national team around a direct (solutions) and indirect channel (products) model, and structured the business into one offering complex high-value high-margin solution sales with a focus on customer service and satisfaction
- Won bid to supply consulting services and the first online banking solution in the Middle East
- Grew company to 40, averaging 50% revenue growth pa; won IBM Reseller Beacon award for quality

**Oct 89 to Aug 93      Commodore Networking Division, Copenhagen      Vice President**

Established the business operation, led global sales and marketing activities for supply of the Commodore branded networking products. Directed technical strategy and built a global support and testing centre. Managed relationships with the OEMs. Held P&L, forecasting and budgetary responsibility. Created new Commodore product range, end-to-end product launched through a global distribution channel of 40 partners across EMEA and Asia. Grew business profitably year-on-year to more than \$12m pa by '93.

**Jan 89 to Oct 89      First LAN'mark, Copenhagen      Technical Services Director**

Managed all technical, support and consultancy operations for Scandinavia's largest Novell distributor.

**Feb 86 to Dec 88      Barclays de Zoete Wedd, London      Business Analyst**

Managed team with global responsibility for PC LANs at this leading Investment Bank. Specialised in the development of analytical support systems for Equity Research. Qualified as a Stockbroker with LSE.

**Earlier:** Various Software Programmer and Systems Analyst roles

<b>PROFESSIONAL TRAINING &amp; EDUCATION</b>		
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<b>2004</b>	<b>Certified Practitioner of NLP</b>	<b>ABNLP</b>
<b>2003 to 2004</b>	<b>University of Surrey, School of Management</b>	<b>MBA Foundation Course</b>
	<b>Guildford College of Technology, City &amp; Guilds</b> (Computer Programming - Distinction)	
	<b>University of Glasgow, Faculty of Arts,</b> (History, Economic History, Economics)	
	<b>Trinity College, Glenalmond, Scotland</b>	(A-Levels and O-Levels)