

# Amanda Richardson

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## Summary

I have significant experience as a Senior Account Manager in the technology sector, with a 17-year career at IBM and Google Cloud managing and selling from a large and complex portfolio. I am a clear thinker with exceptional communication skills which I used to bring innovative solutions to clients who want a competitive advantage through technology. I operate at the senior business, IT and C Suite level to understand corporate and individual motivations to help my customers succeed in a 'digital first' world.

For example, mid-pandemic, I engaged key leaders from multiple travel sectors to rethink how the industry recovered together. We created ideas that enabled customers to think differently about how they faced the challenges ahead and build for a resilient, agile, and sustainable future.

## Expertise

- Successful sales pipeline development, SFDC utilisation, business plan development and execution.
- Enterprise Account Management growing and maintaining excellent relationships with key stakeholders.
- Experienced in the full sales cycle negotiation/close, and ongoing account management.
- Eminent digital marketing & social media skills - Industry ranked top 1% on Linked In.
- Orchestrating Design Thinking workshops with customers, which led to new logo signings of over \$200k.
- Experience with Customer Data Platforms (CDPs) enabling businesses to create personalised and seamless experiences.
- Adept in communicating Digital Transformation through enablers including– AI/ML, data, hybrid/multi-cloud, cloud-native, blockchain, and collaboration.

## Career

**April 2021 - Dec 2022**

**Google Cloud Enterprise Account Executive (London)**

Responsibilities:

- With a strong focus on Travel and Hospitality for Google Cloud (GCP), I was responsible for a diverse range of accounts all with significant footprints with competing cloud vendors.
- Helping new customers to discover the benefits of GCP to support their business priorities and strategic imperatives and enable them on their journey from legacy IT.
- Coordinating business development teams, ISV's and Google Cloud Partners to establish a new pipeline. Including weekly, monthly and quarterly forecasting reviews.
- Good working knowledge of Google Cloud Platform, and a certified Google Cloud Digital Leader.

- Lead Google 10x Thinking workshops with my customers, which led to the identification of new opportunities for revenue growth.

**Achievements:**

- In 2021 I worked on a large strategic CPG account, ultimately I was responsible for the Retail Innovation workstream. Resulting in a multimillion-dollar deal.
- I lead the DEI initiative for the retail team, helping to amplify the Google Culture of diversity and inclusion. As well as running Google [#iamremarkable](#) workshops for customers.

**2015 – March 2021**

**IBM Multinational Client Executive, Global Markets (London)**

**Responsibilities:**

- Coordinating a complex portfolio of accounts across Travel and Consumer Product verticals, formulating and executing strategies to drive business results and secure long-term customer retention/renewals, delivered through new revenue growth and high Net Promoter Score.
- Recommending technology by aligning to customers' strategic imperatives including, AI/Machine Learning, automation, move to the cloud, cloud-native, IBM Cloud Paks, and Red Hat OpenShift.
- Coordinating with global teams on multinational accounts such as PepsiCo, Avis, CWT, and PMI.
- Proactively forging new relationships across industry verticals, by building trust with key stakeholders, organising and running user groups, and participating and presenting at industry events.
- Maximising results from tactical revenue streams by collaborating with business partners and system integrators.
- Facilitating customer ingenuity through a better understanding of business challenges, using 'customer-centric' Design Thinking methodologies.

**Achievements:**

- In 2019 I achieved 143% on a target of \$12 million.
- I achieved 100% club status most years of my 6-year tenure.
- Trained wider sales organisation on social selling (LinkedIn) & prospecting.
- Selected to attend the ABTA Conference in Tokyo due to eminent travel industry skills.

**2007 – 2015**

**IBM Inside Sales Client Manager (Portsmouth)**

**Responsibilities:**

- Oversaw a large group of new business development accounts in Local and Central Government and Industrial/ Automotive sectors.
  - Led IBM Business Partners and integrator ecosystem to deliver joint tenders and sales campaigns, securing new revenue and maximising growth across accounts.
- Built and fortified key client relationships and optimised business income across hardware, software, and services.

#### Achievements:

- Built new revenue streams and signed new logos with an average deal size of \$250k.
- I achieved 100% club status most years.

**2005 – 2007**

#### **Anson McCade IT Recruitment Consultant (London)**

- Coordinated permanent and temporary staff placements to fulfil demanding business requirements.
- Formed a network of specialist and skilled contractors to meet diverse customer needs.
- Developed a successful portfolio of new clients, including Siemens, IBM, Capita, and BBC.
- Successfully placing a raft of new talent into various technical roles.

#### **Additional Experience: IBM Technical Support and IBM Microelectronics Division**

- Coordinated hardware/software configuration, deployment, and maintenance, minimising security issues/failures on laptops, desktops and servers.
- Utilised outstanding communication skills to convey complex technical information to non-specialist audiences.
- Account Manager for the Micro Electronics Division responsible for the global acquisition of semiconductors to various customers such as HP, Nokia, etc.

#### **Education**

GNVQ Hospitality Highbury College

GCSEs grades A-C including English, Maths, and Science

Comp TIA A+ Information Technology (hardware only)

#### **Sales and consultancy Qualifications**

- [Harvard Disruptive Strategy](#)
- [Harvard Entrepreneurship Essentials](#)
- [Google Cloud Digital Leader](#)
- [IBM Tech LevelUp](#)
- DMI Certificate in Professional Digital Selling
- IBM Travel Insights and Solutions: [Bronze, Silver, Gold](#)
- IBM Selling Professional Certification
- IBM Blockchain for business
- IBM Global Sales School - intensive training course delivered over two residential weeks

#### **Personal Information**

I'm a believer in continuous learning, and passionate about a growth mindset and I've recently taken the opportunity to study at Harvard Business School. My husband is the Managing Director of a local [boatyard](#), where we also live. We spend lots of time on the water, paddle-boarding and sailing on the Hamble River or out in the Solent.