

Kelvin Eaton – Cover Letter & CV

Address: 6 Nevil Road, Bishopston, Bristol, BS7 9EQ
Telephone: 07803 278862
Email: Kelvin.eaton@gmail.com

Dear Sir / Madam

I have the pleasure of writing to apply for the role of Strategic Client Partner and enclose a copy of my CV for your attention.

I have over 20 years senior business development and management experience in technology, software and cloud enabled service sectors for both Blue Chip and startup companies. My corporate and entrepreneurial background has given me a unique understanding of a wide range of stake holders, their needs, challenges and how best to address them effectively. In addition, I have also developed a wealth of related personal experience such as team leadership, relationship management, project delivery, coaching skills and strategy development.

Most recently I have worked with both critical infrastructure and industrial clients at an enterprise level; identifying, developing and deploying both OSIsoft and IIOT enabled solutions in the drive to Industry 4.0. Through applying an insight driven, consultative methodology around the value of data, I am able to effectively identify and manage the drivers, risks and stakeholder engagement needed to successfully deliver complex programs. I thrive in developing trusted relationships, adding value at every stage of the sales cycle and effectively challenging the mind set of key decision makers.

Throughout my career I have been involved in and developed a passion for championing and driving effective organisational and technological change. From both first-hand experience and specialist study on my MBA I firmly believe that people and culture are central to an organisations ongoing success. As a team builder by nature, I look to support and lead others in a collaborative approach to achieving results for the team, the company and their customers.

I am looking to secure a challenging and rewarding role for a company that is innovative and has customer value central to their proposition. I believe this, together with my skills and experience, would make me an ideal fit for your team.

I hope you find my details of interest and I look forward to receiving your feedback.

Yours faithfully,

Kelvin Eaton

enc.: CV



Kelvin Eaton MBA MEng

Kelvin.eaton@gmail.com

(+44) 7803 278862

Personal Profile

I am a people person; I enjoy bringing people together, building relationships and supporting others whenever I can. Seeking out new challenges, I throw myself into any situation with energy and enthusiasm allowing me to make the best of a new situation. This coupled with real tenacity means I do not like to give up and will continually drive to achieve my goals and ambitions. I have an adventurous side that often takes me to unusual places and you could easily find me on the side of a mountain, under the sea or suspended in mid-air. Whatever I do in life I approach with a positive attitude and a sense of purpose.

Core Skills

- Sales leadership
- Digital Consultancy
- Business transformation
- Process development and management
- Sales strategy and negotiation
- Major account management
- Pipeline and CRM management
- Mentoring and coaching
- Problem solving

Education & Training

2015	IOSH Directing Safely
2012	PRINCE 2 Practitioner (2012)
2004 – 2005	Edinburgh University, MBA
1996 – 2003	Telecommunications Basics Networking Fundamentals Major Account Sales Training
1991 – 1996	Bristol University, MEng

Leisure Interests

Travel, skiing, SCUBA diving, climbing, cooking, photography and DIY

Career Profile

I am a highly motivated, tenacious and commercially aware business development professional with 20 years' experience selling digital solutions and services at C-Suite level into both Blue Chip and SME organisations, across a wide variety of industries. I have focused my career on leading and delivering successful organisational change through the effective use of technology and data solutions towards Industry 4.0.

I am used to managing complex accounts and projects from consultation, through solution development to its successful delivery. Whilst being opportunity driven, I have an open minded, consultative approach, enabling me to easily adapt to project environments, changing markets and/or new technologies. This coupled with excellent people skills enables me to develop strong relationships at board and operational levels alike, identify specific business needs, qualifying opportunities and delivering solutions that provide sustained commercial value.

I have a demonstrable ability to positively influence others through interpersonal communication skills, understanding stakeholder needs, leadership ability and development of relationships at all levels in an organisation. I am a team player with a varied and intuitive skill set.

Achievements

- **150% to target year to date**
Capula Ltd, Head of OI Business Development
- **Doubled company turnover from £750K to £1.5M**
Lobster Pictures Ltd, Sales Director
- **Closing over £1M of digital revenue at 130% to target**
Yell Ltd, Senior Account Manager
- **Led a start-up e-commerce platform from launch, to established market leader**
TeeGenius Ltd, Founder & Sales Director
- **MBA & Winner of the 'MacMillan Award for Leadership'**
Edinburgh University Management School
- **Managed BT contractual relationships to achieve additional revenue growth (\$3M) and reduce commercial risk (\$5M)**
Lucent Technologies Ltd, Global Account Manager
- **Winner of first ADSL deployment in BT Corporate Clients to Ford Motor Company (£3M)**
BT PLC, Senior Account Manager

Career History

Capula Ltd – Head of OI Business Development

April 2019 - Present

Heading up the Business Development for Capula's Operational Intelligence division. Selling solutions and consultancy around real time business information and the transition to Industry 4.0 for the critical infrastructure and industrial market. As the UK's largest system integrator, Capula works with industry leading digital technology providers to deliver effective digital solutions that drive value from operational data and inform business decisions for today and the future. Responsible for complete ownership of the sales cycle from lead generation, account planning, solution development and proposal submission. Also worked with the leadership team to define the digital strategy, developing the branding messaging, developing partner relationships, coaching the wider sales team to implement a data centric approach to propositions and worked closely with the operations team to ensure successful project delivery.

Key achievements:

- 150% against target year to date
- Managed SSE from dormant to a £1Million/year account
- Introduced new business accounts to key account status
- Jointly developed the companies IIOT and industry 4.0 strategy
- Developed the associated brand strategy and messaging

Independent Business Consultant

Oct 2017 – May 2019

Consulting with various SME's to establish their sales and business development strategy to enable stable growth. Included organisation design, CRM deployment, marketing strategy, training and general business support.

Lobster Pictures Ltd – Sales & Marketing Director

Jun 2013 – Feb 2017

In charge of the sales and marketing strategy for their international time-lapse and monitoring IIOT solutions, predominantly to the construction and media industry. Responsibilities include revenue generation, P&L management, strategy and planning, sales leadership, marketing, process development, building reseller partnerships and direct management of key accounts.

Key achievements:

- Doubled the company turnover from £750K to £1.5M
- Developed first group wide commercial contract with client worth £200K+
- Implemented company wide sales and marketing strategy including a new Salesforce CRM platform
- Part of the leadership team that implemented ISO9001

Yell – Senior Digital Consultant

Jan 2010 – Feb 2013

Providing end client consultancy services across a wide range of media, including Print, SEM, SEO, Web Design, Display Advertising, Social Media and Brand Development. Accountable for revenue growth, lead generation, forecasting, campaign management, client relationships and management of multimedia campaigns from concept to deployment.

Key achievements:

- Achieved 117% and 130% for 2010 and 2011 growth targets respectively.
- Closed £1M of digital revenue in 2011 and improved customer satisfaction.

TeeGenius Ltd – Sales Director & Founder

Dec 2005 – Nov 2009

Director of a technology start-up providing on-line broking and e-commerce services to the golf and leisure industry, taken from business planning stages through to fully operational company. Involved in all aspects of the company's strategy and operation. Solely responsible for sales leadership, forecasting, reporting and business development.

Key achievements:

- Achieved leading market share of on-line brokers and bookings
- Took the company through to sale to the global leading Golf intermediary.
- Implemented companies Salesforce CRM platform

MBA – Edinburgh University

Aug 2004 – Sep 2005

Winner of 'MacMillan Award for Leadership'

Dissertation: -

'Managing and Motivating Change in a Technology Driven Environment'

Lucent Technologies – Global Account Manager

Feb 2001 – Sept 2003

In charge of the BT commercial relationship for all optical transmission and access products. Responsible for all aspects of relationship management, account strategy and planning, tender response, revenue growth, contract negotiations and client team management.

Key achievements:

- Achieved incremental revenue growth of \$19M in two years
- Renegotiated existing BT contracts revenue growth (\$3M) and reduce commercial risk (\$5M).

BT PLC – Senior Account Manager

May 1999 – Jan 2001

Responsible for growth of revenue, establishing board and senior management relationships, forecasting and resource management.

Key achievements:

- Winner of the first deployment of ADSL in BT Corporate Clients £3M
- POS fuel card solution for BNP Paribas: £1.5M
- Sold first BT Syntegra Home Working Solution in to Cendant UK: £500K
- Achieved 114% against 1999 target of £20.5 million.

