



Candidate Name: Brian Hall

PERSONAL DETAILS

Location: Belfast, N. Ireland

QUALIFICATIONS

Bachelor of Technology Degree, Electrical & Electronic Engineering – University of Ulster

Professional:

Completed course in Business Strategy including Management, Marketing, Finance & Strategic Planning
Completed an MSc module in Power System Protection at UMIST

CAREER SUMMARY

2019 to date: Schneider Electric

Position: Key Account Director, EMEA

- He was headhunted by SE to take responsibility for all SE business within EMEA for Microsoft, one of the major global hyperscale datacentre companies.
- Growing market share by establishing SE as the preferred supplier for MV/LV Switchgear, UPSs, Cooling, Power Monitoring, PDUs and racks.
- Managing internal relationships between our various business units, commercial teams, country teams, service teams, contract teams etc to ensure they present a consistent unified approach to the customer.
- Responsible for all tender submittals for EMEA projects.
- Managing customer expectations and ensuring that all ongoing projects are on time and on budget.
- Preparing business forecasts and achieving business targets.
- Liaising with account teams from other regions to ensure a consistent global strategy for success.
- Highlighting sustainability goals and aligning them to help their customers meet their ambitious goals.

2004 – 2019 Vertiv (Was Emerson Network Power)

2018 – 2019

Position: Sales Director – Products & Service (Ireland)

2013 – 2018

Position: Key Account Sales Director (UK & Ireland)

2012 – 2013

Position: Sales Manager – UK & Ireland

2004 – 2012

Position: Regional Manager – Ireland

Responsibilities:

- Established a new Key Account sales team for UK & Ireland to focus on 25 key customers (current and potential) in Datacentre and Telco markets to ensure they maximised every opportunity for all their product

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ranges and solutions with each of these customers by focusing on end-user requirements. Annual target ~£35M.

- Product Range included High Precision Cooling units (DX and Chilled water), chillers, adiabatic cooling, indirect fresh air cooling, Uninterruptible Power Supplies, Static Transfer Switches racks and Power Distribution Units.
- Responsible for Vertiv's Uninterruptible Power Supply and Thermal Management sales of products and service throughout Ireland, in all market segments.
- Management of Distributors and Direct Sales team.
- Sold the Power and Air Conditioning solutions for many of the largest critical Data Centres in Ireland.
- Production & delivery of monthly reports for order forecasting, sales forecasting, and project status.
- Working within budget to achieve agreed profit margins.
- Maintenance of accurate CRM database.
- Establishing and building relationships with the key decision makers within the key accounts.
- Developing strategies to increase market and account penetration.
- Ensuring close liaison and cooperation across the international Vertiv matrix organisation including service, marketing, R&D, finance, production, and logistics to ensure they consistently met their customers' requirements.
- Customers included Cloud providers, colocation companies, telecoms operators, financial institutions, IT companies, call centres, data centres, disaster recovery centres, facility management companies etc.

2001 – 2004 Several Short-term sales & marketing positions

- Investigated Irish market for local HVAC control panel manufacturer and produced a sales strategy to maximise results.
- Developed a Sales & Marketing Strategy for a local importer of Diesel generators.
- Re-established a Belfast-based company as a leader in Integrated Security & Life Safety Systems.
- Re-branded a local engineering company and raised its brand awareness.
- Co-founded a new company as the only Northern Irish company offering complete Power Quality Solutions including Generators, UPSs, Surge Suppressors and Power Factor Correction equipment
 - Set-up the company, established a Sales & Marketing strategy, initiated accounting and admin procedures and developed marketing material to develop brand awareness.
 - Once established, he sold his share of the company.

1994 – 1999 / 2000 – 2001 Hathaway (Now within Qualitrol, a division of Fortive Corporation)

Positions: Several Management Positions (UK & USA)

- As Product Manager for their key product (substation fault recorders) he developed and introduced a new product to the EMEA and Far Eastern markets. Based in Belfast with regular travel throughout UK, USA and Far East.
- Provided global customers (end users and dealers/distributors) with technical advice, prepared quotations, and tender responses for projects throughout the world.
- Identified new applications for the company's products.
- Based in USA for 2 years to introduce Belfast designed/manufactured products to North American market.
- Developed a version of the product to provide an easy upgrade path for legacy North American products.
- Became the first person to sell all Hathaway-group companies' Power products in North America.
- Appointed and managed 13 local representative companies in his North America region (west of the Mississippi).
- Appointed as Product Integration Manager upon his return to Belfast from USA.
- Responsible for finding new applications for products from Hathaway's global Power and Process companies. Involved products from companies in USA (Texas, Colorado, Washington, and Maryland), UK and China.
- Required clear and effective communication to all levels within organisations throughout the world.
- Initiated repositioning of Hathaway as a solution provider as opposed to "box seller".
- Developed integrated automation solutions for substation monitoring, protection and control for electrical substations utilising products from Hathaway Power & Process companies.
- Won several key "Substation Integration" projects from clients in USA, Hong Kong, Philippines, Malaysia, China, and UK.

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1999 – 2000 MGE UPS

Position: Systems Sales & Marketing Manager (Ireland)

- Established a sales team and network of distributors.
- Initiated a new Sales & Marketing strategy.
- More than doubled the order intake within 2 years.
- MGE is now part of Schneider Electric.

1992 – 1994 AEL Video

Position: Technical Sales Representative

- Selling Broadcast and Professional Video and Audio Equipment throughout Ireland.
- Offering technical advice and recommendations.
- Designing and quoting for the supply and installation of complete audio-visual systems

PROFILE

- Successful technical Sales Director.
- Over 30 years' international and domestic experience of Technical Sales, Business Development, Territory, Product and Account management.
- Degree qualified in Electrical and Electronic Engineering.
- 22 years' experience providing critical power and cooling solutions to datacentre, industrial and telco industries.
- Proven ability to build and develop a cohesive sales team to deliver multi-million Euro targets.
- Experience of direct, distributor and channel sales management.
- Proven ability to establish and develop lasting relationships at all levels within accounts.
- Proven adaptability to new technologies, changing environments and varied markets.

Selected Achievements:

- Established a new Key Account sales team for UK & Ireland in Emerson Network Power (now Vertiv) focusing on Datacenter and Telco clients.
- Secured what was the company's largest ever UPS Project in EMEA region; circa €10M. Order secured due to his prompt dependable responses, existing relationship with the consultant, understanding of the critical nature of this datacentre application and knowledge of the overall power system design.
- Secured one of the company's first European projects combining Power security (Generators, UPSs & STSs), Distribution (PDUs), Chillers, High Density Cooling and Precision Air Conditioning products within a single order.
- While with MGE UPS Systems, he doubled the order intake within a 12-month period. This was achieved by introducing local marketing and a structured sales approach to the market, including direct and distributor sales. MGE continued to build on this level of sales.
- As Product Manager for Hathaway, he introduced a Belfast-designed & manufactured product range of Power System fault recorders to the North American and global markets. Launch events were organised, literature was designed and printed, distributors/representatives were fully trained, and internal sales procedures were changed. Product sales increased ahead of forecast.
- Developed a version of the product to provide an easy upgrade path for legacy North American products. Included spending a 2-year period based in USA.
- Initiated the repositioning of Hathaway as an international solutions provider as opposed to a product supplier. This involved selecting products from within the Hathaway group of companies as building blocks for solutions and developing some new products and "data concentrators" to enable the individual products to function together as a complete solution. Key target customers were selected based on their readiness to embrace new technology and the availability of reliable communication networks. Successful application of the new technology within these companies provided reference sites to enable solutions to be developed and sold to global clients via their partner network.

For further information please contact **David Beeston** on **01695 570 696** or email davidb@johnston-vere.co.uk

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