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Personal Overview and career highlights

A highly experienced and knowledgeable international business development professional. Having spent a number of years at the corporate leading edge, Simon opted to take a sabbatical in 2016. Now, advising and supporting SMB's and business networks with marketing, branding and business development services.

Key to supporting the SMB market is the ability to be hands on in developing a practical web presence. Undertaking a course in full stack web development enables the full set of tools to be used across multiple CMS as well as ground up development where required.

Simon's work at AV and High Performance KVM manufacturer Adder Technology Limited saw him responsible for managing and developing Adder and other Private label brands globally over a period of 16 years. The company is a real organic growth success story. Generating new business overseas was key to Adders growth strategy and Simon led the international expansion into new territories and markets.

Simon also initiated and oversaw a multi-million dollar OEM agreement with Emerson Network Power (Now Vertiv) to manufacture Adders products for even wider markets.

Being flexible and multi-talented was essential for a business in high growth mode. Simon has experience from product management and initial concepts with Customer Advisory Boards, onto to branding look and feel for UI/UX as well as hardware form, fit and function. Pre-launch marketing, product launches, training, public speaking and promotions. Then moving towards a post-sales model instigation FAE and service agreements to enable a repeat revenue model.

Having local support in local offices was instrumental in the growth of the company. From the early days of the US office and remote European offices to setting up Adder Asia Pacific offices in Singapore, Hong Kong and Shanghai. "Seeing where the demand is for our products and where they can be used is something that really excited me. Seeing the kit live in such different environments is a real kick. From Film Studios, to Power Stations to Oil rigs to airports".

Before joining Adder, Simon was Sales and Marketing Director at ICT and network specialists, Suna Communication. Prior to that Simon was a freelance musician and songwriter doing voice work for the film and music industry.

Industry references are available upon request.