



Simon Boothroyd

Professional Services | Customer Success | Field Enablement | Global Programs | Cloud & Security

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In over 30 years in working with customers, partners and across complex global organizations I bring significant leadership, strategy and services experiences and expertise, typically at the leading edge of the market:

- 21 years with Microsoft, 11 with Hewlett-Packard
- 22 years team management & organizational leadership – M1-M3 (Corp IT Mgr, Support Mgr, Practice Dir, Snr Director, Global GM)
- 19 years Professional Services – consulting delivery, delivery practice management, global leadership, pre-sales, channel dev, US & Global scope
- 9 years Cloud – Adoption, Modernization & Transformation – Solution strategy/offerings, GTM design/programs, scorecards, playbooks, global/regional demand gen. programs
- 14 years Security – practice / delivery management, solution strategy/offerings, GTM design/programs, playbooks, demand gen. programs
- 10 years Customer Support – US & Global enterprise support delivery, team & escalation management
- 7 years Customer Success – ISVs & Enterprise customers. Led CSMs/technical account managers & Customer/Field engineers, cross-functional solution offerings, retention/renewal/rightsizing
- 12 years leading Global Service Lines – SL strategy, solution sales and delivery offerings, WW scorecards, GTM design & co-execution with field marketing & sales
- 16 years Services Revenue/Cloud Adoption/Customer Success/P&L accountability – Global and US
- 13 years working with Partners – Sales & delivery strategy, GTM, joint playbook & offerings, enablement & training (software – ISVs, services – Hosters/SPs)
- 15 years Building Solution Offerings driving customer transformation and Revenue (US, Global), Customer Adoption (Adds) and Customer Use of the platform (Consumption) & Customer Success (incl ongoing sustainable growing Revenue streams).

I bring a strong track record of driving innovation and growth and success for customers in transformation through cloud adoption and use. I have excelled at services strategy development while driving cross-functional global execution delivering sustained growth in public & hybrid cloud and security revenues, adoption and use.

I bring a strong reputation for building and growing high-performance strategy, service line, technical & marketing teams, leaders and professionals who deliver fantastic results through global programs (sales enablement, training, customer references, demand gen., deal acceleration...), services offerings, GTM programs, partner and sales training and support.

I firmly believe it takes a team of motivated, talented, and diverse collaborators to deliver great results that last.

EXPERIENCE

Independent Consulting

Principal

Advising, Property, Investing, Coaching, Mentoring @GlobalMindED....and a wonderful sabbatical working on projects I'm passionate about.

2021

Microsoft

2020

General Manager, Cloud & AI Strategy & Solutions

Microsoft Consulting Services, WW HQ.

Global Service Line Leader.

FY21/H2 2020: Scope expanded to leading the *What We Sell* and *How We GTM* driving >\$1B Cloud Infrastructure, Applications, Security & Data/AI Consulting Revenue. >10% FY growth targets, and >\$nB Azure Cloud Revenue.

Scope: Services for a 6,000-person Azure & AI worldwide practice, including offshore factory model.

Overall Portfolio Leadership: Strategy, design, development and landing & channel activation of Solution Offerings and Azure & Security Go-To-Market demand gen. and acceleration programs to drive customer transformation and success.

Expanded Global Customer Reference Program, GTM/Demand Generation, Big Deal Support and Deal Acceleration Programs.

Responsible for Partner Strategy, Business Architecture (including WW Scorecard Definition, Modeling, Target setting and 3-Year Growth Planning).

Expanded Next Step Proposal program from EMEA to Global scope to drive new Revenue in existing accounts, reducing cost of sale.

Microsoft

2017 to 2019

General Manager, Cloud Infra/Apps, Security Strategy & Solutions

Microsoft Consulting Services, WW HQ.

Global Service Line Leader.

FY20: Drove Revenue >24% VTT by Developing and Landing the right novel global solution portfolio: advisory/assessment/migration/modernization adoption/productive-use and Go-To-Market Strategy and Programs.

Ran Seller Cybersecurity services training across Europe via novel gamification approach to grow seller understanding. Drove use of managed Solution Offer strategy significantly increase Engagement Margin & Customer DT outcomes. Rapidly introduced Solutions to directly support customers during COVID-19 driving CSAT / Revenue.

Incubated as-a-service programs driving high growth in next FY/s. Managed global Next Step Proposal program, resulting in significant new Revenue, 785 new deals in pipe, and strong conversion rate.

Stood-up and ran new Global Customer Evidence/Reference strategy & program: Process, Portal, Content, Customer<->Customer connections to accelerate deal closure rates.

Continued very high team satisfaction (well above MSFT) on all elements – Workgroup Health, Employee Engagement.

FY19: Grew Revenue well above target at >\$500M, & Cloud Revenue 48% YoY, considerably exceeding targets. Grew cloud deal sizes >20% YoY using solution offers, account-based marketing & sales enablement.

Built and ran global Big Deal Support Program delivering 20x ROI. Defined and drove EMEA enablement / activation campaign yielding >\$50M in new pipe. Redesigned Offering portfolio design and build processes to significantly improve agility and reduce time to market.

FY18: Exceeded Revenue +15% VTT. Drove next Qtr qual pipe coverage to >400%, and FY to 300% coverage.

Design/dev/launch of strong managed Solution Portfolio (Cybersecurity, Migration, Modernization, Azure advanced workloads, GDPR...), Sales Training, Field Activation, Landing and Demand Generation Programs.

Microsoft

2012 to 2016

General Manager, Datacenter Infra. & Security Service Lines

Microsoft Services, WW HQ.

FY17: Public Cloud Revenue Mix exceeded at 33% of total business, # Cloud Infra Wins +34% VTT. Drove Azure Stack Early Adopter

Program with global customers. Strong team satisfaction at >90% on all elements – Workgroup Health, Employee Engagement.

FY16: Cloud Infra Revenue +35% YoY, 300 lighthouse wins. Exceeded all Security KPIs (Revenue, Rev Growth, #Wins).

Key Global Programs: Built offshore Solution Factory, defined/drove Specialist Seller activation events, with IP assets developed to accelerate field readiness, reduce cost of sales, increase deal sizes, customer satisfaction and reduce engagement risk. Cross functional/cross company customer journey mapping to drive customer success.

Built ~60 HC Global Center of Excellence (staffed across EMEA, Americas, APJ) - co-funded by Microsoft Engineering - to drive early wins of new technology and product capabilities at top customers and hosters/service providers.

Microsoft

2008 to 2012

Senior Director, Collaboration & Unified Communications Service Lines

Microsoft Services, WW HQ.

Led the worldwide Microsoft Consulting Service Line strategy and services offerings, marketing and sales support for Productivity: Collaboration, ECM, Search and Unified Communications. Worldwide Scorecard, Growth and Revenue accountability. Exceeded >\$340M Revenue targets.

Microsoft

2004 to 2008

Consulting Practice Director - Onsite & Remote Delivery

US Enterprise Services.

Built and ran 2 practices:

- IT Service Management & Security consulting national practice.

Built an~80HC remote and onsite delivery practice from the ground-up and developed into a significant and very profitable annual business. Customer satisfaction, Revenue (Sold & Delivered), growth and profitability accountability.

- Customer-dedicated Support Engineering practice.

Formed a new US national practice of ~100 highly technical support engineers dedicated to specific enterprise customers.

Responsible for service quality, support contract renewal/rightsizing.

Microsoft

2001 to 2004

Services Practice Manager, ISV Partners

US Enterprise Services.

Architecture/App Dev consulting and Technical Account Management (Customer Success Management) to Independent Software Vendors building their applications/product lines on the Microsoft stack.

Manufacturing and Engineering: Siemens, ABB, Wonderware, Honeywell, Invensys and others.

Revenue (Sold & Delivered), Contract Renewals/Expansion & Customer Satisfaction accountability.

Microsoft

1999 to 2001

Technical Support Team Manager, Customer Support Services

Drove enterprise customer satisfaction with Microsoft messaging and collaboration products through the delivery of exceptional technical support services.

Hewlett-Packard - UK and USA

1988 to 1999

Support, Consulting and IT Management

- Senior Consultant: Technical consulting and system design to HP's largest enterprise customers.
- IT Business Unit Manager: Managed design and operations for all email in and out of HP (Internet, X400) and all interop between legacy and modern messaging systems.
- Support Engineer: US Enterprise customers.
- Technical Support/Escalation Manager: Global Enterprise customers.

EDUCATION

Stanford University Graduate School of Business

2016

Executive Education

LCOR - Leading Change and Organizational Renewal

<https://www.gsb.stanford.edu/exec-ed/programs/leading-change-organizational-renewal>

The Open University Business School

2004

MBA

Business, Finance, Strategy

<https://business-school.open.ac.uk/study/postgraduate-qualifications/mba>

The Chartered Institute of Marketing

1990-92

Postgrad Diploma studies

Marketing, Planning

<https://www.cim.co.uk/qualifications/>

University of Plymouth

1988

Bachelor of Science - BSc (Hons)

Computing & Informatics

SKILLS

Professional Services, Service Line Leadership, Customer Success, Practice Management, Consulting Delivery, Digital Transformation, Cloud Computing, Support Services, Go-to-market Strategy, Sales Support, Sales Enablement, Sales Training, Marketing, Demand Generation, Leadership, Cross-functional Team Leadership, Management, Solution Selling, Pre-sales, Sales Enablement, Sales Management, Executive Management, Integration, Business Planning, Product Management, Portfolio Management, Program Management, PMO, Change Management, Business Strategy, Solution Development, Collaboration, Vendor Management, IT Strategy, Microsoft Technologies, Innovation, Business Intelligence, Information Technology, Messaging, Enterprise Software, SaaS, IT Operations, IT Service Management, Strategic Partnerships, Partner Management, Business Alliances, IT Management

LANGUAGES

English

CERTIFICATIONS

Azure Fundamentals

2020

Microsoft Corp.

Data Ethics, AI and Responsible Innovation

2021

University of Edinburgh

Accessibility in Action

2020

Microsoft Corp.

Strategies for Online Teaching and Learning

2021

University of British Columbia

Leaders of Learning

2021

Harvard University

Cybersecurity: The CISO's View

2021

University of Washington

Global Environment and Trends in Technological Innovation

2021

Sustainability Essentials for Business

2021

University of Cambridge

@Institute for Sustainability Leadership

Climate Change: Carbon Capture and Storage

2021

University of Edinburgh School of Engineering