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# MARK EMANUELSON

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## PROFILE

A sales, channel, and marketing director with over 20 years experience in the technology, media, and electronics sectors who led teams in emerging and mature global markets.

## EXPERTISE

Sales management, marketing, business development, partner channels, distribution, alliances, leadership, innovation, consulting, planning, global accounts, emerging markets, cloud computing, social enterprise, software, platform and infrastructure as-a-service.

## EXPERIENCE

### **COMMERCIAL SALES DIRECTOR, CLOUD SOFTWARE START-UP WESTBROOK INT'L, LONDON, UNITED KINGDOM, NOVEMBER 2010 - DECEMBER 2011**

I led the sales team for cloud software applications at a Salesforce Cloud Alliance Partner to clients in electronics, media, manufacturing, life sciences, retail, finance, and charity sectors.

- Highest performing sales director, 100% growth, 30% of revenue at 70-person company
- Delivered projects for industry leaders, Boots, Sony, Oxford University Press, and others
- Consulted with executive boards on the latest cloud computing strategies and software

### **GENERAL MANAGER SALES, PROFESSIONAL BROADCAST VIDEO PANASONIC, BERKSHIRE, UNITED KINGDOM, SEPTEMBER 2008 - APRIL 2009**

I was head of sales for Panasonic's European team selling professional video cameras, production equipment and IT solutions to broadcasters and media companies in 40 countries.

- Led a team of 30 sales account managers responsible for P&L of €100 million turnover
- Created an improved product sales forecasting and lead pipeline system fit for growth
- Sold IT solutions at board level with leading enterprises, broadcasters, and integrators

### **COMMERCIAL SALES MANAGER, EMERGING MARKETS CISCO SYSTEMS, MIDDLESEX, UNITED KINGDOM, AUGUST 2003 - JULY 2008**

I was a sales director for Cisco in the emerging market of Central and Eastern Europe covering 18 countries. Reporting to the VP, I led team to triple revenue in just three years.

- Led a regional team of 100 sales account executives, channel, and marketing managers
- Grew sales revenue by 40% each year reaching US\$ 230 million annually
- Improved coverage of 20,000 mid-market companies and tripled SMB resellers
- Ran large events to create sales pipeline from 10,000 attendees in 13 countries

**SALES BUSINESS DEVELOPMENT MANAGER, EMEA**  
**CISCO SYSTEMS, MIDDLESEX, UNITED KINGDOM, JANUARY 2001 - JULY 2003**

When I moved to Europe, I led an important partner sales and business development team working in partnership with the largest and most strategic telecom providers in the market.

- Launched managed services and established the “Cisco Powered Network” programme
- Sold with BT, Eircom, Deutsche Telekom, Telecom Italia, Belgacom, Swisscom, others
- Led a business development team providing sales, marketing, and 8,000 leads

**E-COMMERCE SALES MANAGER**  
**CISCO SYSTEMS, SAN JOSE, CALIFORNIA, JUNE 1998 - DECEMBER 2000**

After joining Cisco in Silicon Valley, California, I led a web development team to improve the usage of an e-commerce site and launch a major online community.

- Launched online community with members from 120 countries who are still active
- Increased traffic to e-commerce site by 25% with daily revenue of US\$ 20 million

**SALES CHANNEL DEVELOPMENT MANAGER**  
**ADAPTEC, MILPITAS, CALIFORNIA, JUNE 1997 - JUNE 1998**

Joining after MBA school, I led projects to improve customer service by replacing manual processes with a new Web-based tool that reduced lead time fulfillment.

- Shortened lead times by 30% by taking manual processes online
- Directed US\$ 5 million budget of assets for materials and applications

**SALES ACCOUNT MANAGER**  
**AMERICAN CITY BUSINESS JOURNALS, JANUARY 1993 - DECEMBER 1995**  
**GANNETT NEWSPAPERS, JANUARY 1991 - DECEMBER 1992**  
**THE E.W. SCRIPPS COMPANY, JANUARY 1989 - DECEMBER 1990**

In my seven-year career with some of the largest media companies in the USA, I was rated as one of the top account executives by creating sales growth for my retail key account clients.

**EDUCATION**

**MASTER OF BUSINESS ADMINISTRATION, MBA**  
**SANTA CLARA UNIVERSITY, CALIFORNIA, JUNE 1997**

- Earned grade point average of 3.9 out of 4.0, Beta Gamma Sigma honour society
- Received a scholarship as most “dynamic, innovative, and creative graduate”
- Elected as the President of the MBA Alumni Board and led membership drive

**INTERNATIONAL BUSINESS LAW**  
**NATIONAL UNIVERSITY OF SINGAPORE, JUNE 1996**

**BACHELOR OF SCIENCE IN BUSINESS, BS**  
**CALIFORNIA POLYTECHNIC STATE UNIVERSITY, SAN LUIS OBISPO, JUNE 1989**

I hold dual citizenship for both UK and USA. Originally from the Silicon Valley in USA, I have lived in the Thames Valley UK near London for ten years with my wife and daughter.

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