

BeUNCOMMON

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1 THE NUMBERS

- Career earning calculator
 - \$200m+ revenue influenced across 18 years in enterprise software sales
 - 80+ people hired across HPE, GitLab, Tyk Technologies, Turbo360 and Syntasso
 - 40+ people directly promoted within managed teams
 - 8 externally coached individuals subsequently promoted
 - 2 President's Club awards: HPE (2016) and GitLab (2022)
 - Second-line leadership across a 25-person commercial team, managed simultaneously across EMEA and APAC

2 THE RESULTS

- Career earning calculator
 - Turbo360: 2.2x revenue increase in 12 months | 5x deal size increase
 - Syntasso: 3x funnel growth | New sales GTM structure established
 - Tyk Technologies: £12m account base | 104% net growth in 2024 | 98% net retention in 2025
 - GitLab SMB: \$12m to \$21m in under 24 months. 135% net revenue growth in year one.
 - HPE: \$40m sales budget. 105% net revenue attainment

3 THE ROLES

- Founder, BeUncommon (June 2025 — present)
 - Fractional CRO: Turbo360
 - Advisor to CEO: Syntasso
- VP of Sales, EMEA & APAC: Tyk Technologies (2024–2026)
- Area Sales Manager, SMB EMEA: GitLab (2022–2024)
- Commercial Sales Manager: Hewlett Packard Enterprise (2019–2022)

4 EDUCATION

- Doctoral Researcher, University of Chester (2024–2028)
 - Research Question: Preventing and reducing unethical sales practice in enterprise software companies
- MBA, University of Manchester: Merit (2014–2016)
- CMI Level 5 Management Certification: Distinction (2018–2020)

5 SEGMENTS OF BEST FIT

- Advisory to CEOs and Founders of start-up SaaS companies
- Coach to early-career sales managers with mid-career sellers in the team
- Leadership of sales divisions with multiple sales teams crossing multiple segments and geographies

6 PHILOSOPHY

- I do the work I ask people to do, before I ask them to do it
- The standards you walk past are the standards you accept. I do not walk past many
- Checklists derive accuracy across everything
- Personal development is critical. What got everyone here will not get us there
- Infinite thinking will solve finite problems

- Recruitment and Hiring process
 - Adaptation of the Topgrading philosophy
 - Five-stage interview process built on finding Hungry, Humble and Smart people
- Sales Operating Structure
 - Adaptation of the Enterprise Operating System philosophy of operations to sales
- Management Style
 - Focus on enabling people to become the greatest problem solvers they can be
 - Build a sales subculture on top of the company values
 - Full empowerment in decision-making to those closest to the customer
- Team Development
 - SPIN: Opportunity qualification
 - Challenger: Style of leading the sale
 - MEDDPICC: Opportunity reflection and collaboration
 - Sharpen your Tools: Skills development for all team members
 - Deal Diaries: Won | Loss reflection for selling skill and process improvement
- Technology strategy
 - Building an AI-first sales structure to enable sellers to talk to a digital sales coach, powered by Claude. Enable sellers to self-develop with safety and confidence, and management to focus on departmental growth
- Recognition
 - Implement a high-value rewards structure for quality and consistency of inputs, irrespective of revenue success to deliver positive actions for sustainable skills growth