

Curriculum Vitae

Name	Adam Jonathan Dorrell MCIM	Age	41
Address	Palmgracht 66C, Amsterdam 1015HN, Netherlands	Born	16 Feb 1965, London
Telephone	+31 203 312425 (mobile +32 477 808800)	Health	Excellent
Email	Adam@dorrell.com	Languages	English (native), French
Profile	Entrepreneurial, creative hi-tech-industry Executive with drive for results		

- ◆ **15 years in B2B/B2C IT sales/marketing - background includes running €100m internet direct sales division for Sony Electronics and head of marketing for \$1bn Dell operation**
- ◆ **Experience in global corporations, startups, CRM, strategic channel marketing/development**
- ◆ **Three major hardware vendors: Sony, Dell, Digital Equipment/Compaq**
- ◆ **Three enterprise software vendors: FileNet, Interwoven, FairMarket**
- ◆ **Ten years internet and e-commerce experience (specialist in B2B markets)**
- ◆ **Eight years European marketing experience (five years spent outside UK in Geneva, Switzerland and Brussels, Belgium)**

Career

Oct 2003 – Jul 2006

Managing Director, Sony Style Direct Sales Division Sony Electronics Europe

Brussels, Belgium. www.sonystyle.co.uk / www.sony.co.uk

Direct sales of Sony products to consumers/SMEs in 17 countries across Europe (internet/call centre)

Remit: Turn-around pan-Euro direct sales operation, hit break-even and sales targets

Results:

- ◆ Successfully grew sales from €25m to €100m in less than 3 years by focusing on IT sales, and excellent customer service, took division into profit for first time in 6 year history
 - ◆ Right-sized organization, controlled costs
 - ◆ Focus activities and product/customer segmentation
 - ◆ Top-management buy-in to channel strategy
 - ◆ Global approach, best practice learning
- ◆ Implemented customer satisfaction metrics (based on industry standard Net Promoter Index)
- ◆ Developed channel marketing strategy for Sony direct and indirect sales to co-exist
- ◆ Added b2b sales and successfully transferred European operations to local ownership
- ◆ Initiated systematic demand generation activities
- ◆ Enhanced e-commerce and telephone system based on mySAP CRM / Cisco VoIP
- ◆ Managed team of 90 people including 50 tele-sales operatives, full P+L responsibility

Aug 2002 – Oct 2003

Set up small channel marketing consulting business – resulted in three interim roles: Interwoven, FileNet and Sony (which later became full time role as employee)

Marketing Director (Interim)

FileNet

Cowley, UK www.filenet.com

\$300m supplier of Enterprise Content Management software

Remit: Demand generation project for UK and Northern Europe region sales teams

Results:

- ◆ Successfully refocused sales effort on major enterprises and delivered new business
- ◆ Delivered successful events and seminars
- ◆ Major partner initiative resulting in recruitment of four major partners

Marketing Director (Interim)

Interwoven

Ascot, UK, \$110m supplier of Internet Content Management

Remit: Grow sales pipeline and re-establish Interwoven as enterprise vendor

Results:

- ◆ Successfully delivered \$7.5m pipeline
- ◆ Initiated channel partnership and user group activities
- ◆ Ran major “thought leadership” events attracting up to 200 senior executives

Sept 2001 – July 2002 **Multi-Channel Marketing Director, EMEA**

Avaya Corporation (AV),

Avaya House, Cathedral House, Guildford, GU2 7YL www.avaya.com

\$6bn supplier of communications systems including IP telephony, eCRM, unified messaging. Fortune 500 to SME customer base.

Remit: Develop pan-EMEA multi-channel marketing strategy, communications and programs for direct and indirect customers, partner recruitment.

- ◆ Directing remotely-based team of 9 covering direct-touch, global alliance (e.g. IBM, Siebel), pan-EMEA distributor and reseller relationships
- ◆ Building pan-EMEA channel strategy (transforming company from direct sale to channel-centric organisation), developing programs for recruiting channel partners
- ◆ Developing and implementing channel marketing programs for products, segments, vertical markets

Achievements:

- ◆ Developed channel marketing programs and published quarterly 40-page “Red Book” of programs, resulting in increase of channel business by 40% over 3 quarters
- ◆ Implemented system for channel communication plus channel marketing fund spend (JMF/MDF), ROI measurement and audit (\$20m funds total)
- ◆ Recruited new channel partners as result of activities (including 5 major partners with expected revenue \$30m)
- ◆ Successfully built channel sales loyalty scheme to cover 80% of all partners in EMEA

Mar 2000 – Sept 2001 **Marketing Director, FairMarket Europe (FAIM)**

Regal House, London Road, Twickenham TW1 3QS www.fairmarket.com

Provider of outsourced dynamic pricing solutions for e-commerce

Remit: Develop UK and European business for US Internet start-up, build marketing plans and measure success

- ◆ One of three Directors driving startup of FairMarket’s European operations
- ◆ Developed strategies for marketing of dynamic pricing solutions to B2B and B2C clients, and outsourced software solutions (ASP model)
- ◆ Client consulting work on dynamic pricing strategies for leading retailers, IT companies

Achievements:

- ◆ Built prospect database, and ran monthly HTML email campaigns resulting in 6 quarters of profitable growth
- ◆ Won business from blue-chip clients including Dell, IBM, Comet, Compaq, FreeServe, Virgin, LastMinute, London School of Economics (\$5.5m FY2001)
- ◆ Became recognized as an industry specialist/speaker on dynamic pricing and auctions

Aug 1998 – Mar 2000 **Marketing Director, Preferred Accounts Division, UK and Europe**

Dell Computer Corporation (DELL)

Milbanke House, Western Road, Bracknell, Berks RG12 1FA, UK www.dell.com

Remit: Develop pan-EMEA plan to launch new division in Dell. Document US best-practice and implement in 12 country subsidiaries. Run marketing activities for new division.

- ◆ Developed marketing plan, and drove activities for Dell’s Preferred Accounts Division (targeting businesses with 400 employees+, based on voice-to-voice and screen-to-screen sales model – turnover \$1.5bn EMEA FY00)

Achievements:

- ◆ Implemented pan-EMEA knowledge base of 120,000 target companies, with customer targeting model based on customer “size of wallet” buying potential, and Dell “share of wallet” – segmenting prospects into retention/acquisition/development accounts. Used to drive SLAs, pricing, marketing and sales activities.

Jan 1996 – Aug 1998 **European Product Marketing Manager, Workstations, Compaq Computer Corp. (formerly Digital Equipment Corporation)**

12 Avenue des Morgines, 1213 Petit-Lancy, Geneva, Switzerland

- ◆ Product Marketing responsibilities of promotions, channel engagement, demand generation activities for entire workstation line across Europe
- ◆ Product Management responsibilities of European pricing, life cycle management

Achievements:

- ◆ Successfully transitioned Digital Alpha-UNIX/VMS product lines to Alpha- and x86-NT/UNIX product lines, then managed channel transition to Compaq workstation line
- ◆ Implemented European-wide demand generation programs
- ◆ Recognised by three Digital Equipment Special Awards for Achievement

April 94 - Jan 1996

Marketing Manager, Morse Group Plc.

Brentside Technology Park, Great West Road, Brentford, Middx, UK
Europe's largest Open Systems Reseller, turnover at time \$110m

- ◆ Primarily responsible for building Morse brand before flotation.
- ◆ Implemented internet marketing strategy and developed Morse.com site as early as 1995.
- ◆ Developed strategic marketing plans in partnership with Sun Microsystems, Hewlett-Packard and Oracle.

Sept 93 - April 94

Career Break

Round-the-World travel and work: USA, Asia and Australia with my wife. On my return was invited to join Morse in former role

Early career history:

Marketing Manager, Morse Group Ltd.

Marketing Manager, Tecno Retail Ltd (now part of Jessops Plc photo/video retail)

Sales Executive, EMAP Business & Computer Publications

Sales Executive, Morse Computers

Professional Qualification

Member of Chartered Institute of Marketing

Chartered Institute of Marketing: Diploma of Marketing, Thames Valley University, UK

Education

The Haberdashers' Aske's School for Boys, Elstree, Herts, UK.

Pursuits

Keen cyclist, runner, skier, cinema, writing, design/typography

Languages

English, French