

David Patterson

36 Ballycreely Road Comber BT23 5PX Northern Ireland

Personal Information

Nationality: British **Marital Status:** Married

Date of Birth: 10th August 1970

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Professional Experience Summary

Start Date	End Date	
		Leaf
Oct 2014	Aug 2019	Commercial Business Director
		Capita Managed I.T. Solutions
Feb 2013	Oct 2013	Client Director
		Northgate Information Solutions
Mar 2005	Feb 2013	Client Director
		Sx3 Ltd
Dec 1998	Mar 2005	Client Director
		Aurora Unicom Ltd
June 1993	Nov 1998	Account Manager
		ICS Computing Group Ltd – Systems Integration Division
-	June 1993	Account Manager
		ICS Computing Ltd
1988	-	Sales Administrator / Internal Sales Representative

Career History

Company : Leaf

Role : Commercial Business Director

Date : October 2014

Environments	Management Skills
N.I. Enterprise Commercial Market	Partner management Internal team engagement Account management Contract management Future planning

Description

As Commercial Business Director at Leaf, I was responsible for positioning Leaf as a business partner into N.I. Enterprise Level commercial businesses.

Key responsibilities

- Creation of targeted client base.
- Identification of key points of contact and decision makers within accounts.
- Achieve supplier status where appropriate.
- Position Leaf cloud based services as required.
- Develop go-to-market solutions, differentiating from competitors.
- Bring Leaf partners to the appropriate opportunities.
- Achieve business objectives.
- Achieve personal objectives.
- Deliver management reports and present at board meetings.

Company : Capita Managed I.T. Solutions

Role : Client Director

Date : Feb 2013

Environments	Management Skills
Primarily commercial market	Account management Supplier and client relationship management Influencing and negotiating Financial management Contract management People management

Description

As a Client Director for Capita Managed I.T. Solutions I was responsible for selling the Capita portfolio of products and services in to approximately 20 key clients. The majority of these clients have had a relationship with myself for over 15 years and I had achieved a trusted partner status with them.

Key responsibilities

- Achieve solutions target.
- Achieve services total contract value target.
- Upsell service offerings were appropriate.
- Achieve personal objectives.
- Achieve business objectives.
- Ensure client satisfaction.
- Secure the accounts from being approached by 3rd party competitors.
- Deliver management reporting.

The total combined business allocated to my accounts would be circa £3.5m per year.

Company : Northgate Information Solutions

Role : Client Director

Date : Mar 2005

Environments	Management Skills
Primarily commercial market Secondary accounts were named in the government marketplace.	Account management Supplier and client relationship management Influencing and negotiating Financial management Contract management People management

Description

As a Client Director for Northgate Information Solutions, I was responsible for selling the Northgate portfolio of products and services in to approximately twenty tier 1 and tier 2 clients.

This included selling Cloud solutions based on Private, Public and Hybrid solutions.

Key responsibilities

- Achieve solutions target.
- Achieve services total contract value target.
- Upsell service offerings were appropriate.
- Achieve personal objectives.
- Achieve business objectives.
- Ensure client satisfaction.
- Secure the accounts from approached by 3rd party competitors.
- Deliver management reporting.

In the last financial year ending April 2013, I completed the year 218% on target based on profitability figures.

This was achieved by the fact that I had a very good structure in place to support all sales and management activities within the client base. One of my key strengths is working as part of a team and co-ordinating a Client Engagement Model that achieves WIN/WIN scenarios for both Northgate and the clients.

I am a firm believer that in order to achieve the best maximum outcome for a business, team selling is the best approach.

I also believe that mutual respect which is earned by both parties over a period of time is invaluable. This is a core value in my relationships with clients.

Company : Sx3 Ltd

Role : Client Director

Date : Dec 1993

Environments	Management Skills
Primarily commercial market	Account management Supplier and client relationship management Influencing and negotiating Financial management Contract management People management

Description

As a Client Director for Sx3 I was responsible for approximately sixty clients.

In addition I was responsible for the development and targets of two internal sales people.

Key responsibilities

- Selling Infrastructure Solutions.
- Selling Hardware Break / Fix Contracts.
- Selling Mission Critical Support Contracts.
- Selling Business Continuity Services.
- Selling Technical Consultancy.
- Selling Contact Centre Services.
- Selling Cloud Solutions – (primarily e-mail filtering and remote monitoring solutions).
- Provision of management reports.
- Achievement of all targets.

The service propositions have developed and evolved over time in line with the needs of clients and manufacturer technology roadmaps. I have proven that I can adapt to change in the working environment as a result of this.

Company : Aurora Unicom Ltd

Role : Account Manager

Date : June 1993

Environments	Management Skills
Primarily commercial market	Account management Client relationship management Influencing and negotiating

Description

As an Account Manager at Aurora, I was focused on developing new accounts and growing existing account business with in the Northern Ireland commercial business marketplace.

Key responsibilities

- Sell and deliver Infrastructure solutions on time and to budget, to meet and exceed client expectations.
- Sell support services that compliment the infrastructure solutions but that also meet the clients' business needs and expectations. Having a good understanding of the clients' service deliverable expectations was critical.

Company : ICS Computing Group Ltd

Role : Account Manager

Date : N/A

Environments	Management Skills
Primarily commercial market	Account management Supplier and client relationship management Influencing and negotiating

Description

Whilst working for ICS Computing Group, I was given my first opportunity to become an Account Manager and have my own accounts. With this came the opportunity to learn the following selling fundamentals:

- Account Planning.
- The meaning of Trusted Partner status – The strength of the WIN/Win proposition.
- LEAR Process – Listen, Enquire, Acknowledge, Response.
- Internal target ownership and responsibilities.
- Management reporting and forecasting.

Company : ICS Computing Ltd

Role : Sales Administrator / Internal Sales Representative

Date : 1988

Environments	Management Skills
Internal support roles	N/A

Description

My first full time employment was with ICS Computing Ltd.

I was employed as an internal sales administrator supporting the various sales teams and sales management.

It was in support of these people that I was given the opportunity by Mervyn Erskine and David MaWhinney to become an internal sales representative in what was known then as Microline. This was the ICS Computing's new operation for selling P.C's / printers / terminals / etc into existing accounts and was complimentary to their core business of accounting systems.

This was my first experience in a selling environment and it proved to be the start of a career spanning over twenty four years.

Core Skill Profile

<i>Selling / Account Management</i>	<ul style="list-style-type: none"> • Account identification. • Account Planning. • Target allocation. • Negotiation.
<i>Programme Management</i>	<ul style="list-style-type: none"> • Plan resources and subprojects. • Manage change, including negotiation of contract change. • Manage contracts and project finance. • Identify and address risks and issues.
<i>Client / 3rd Party Relationship Management</i>	<ul style="list-style-type: none"> • Establish and develop strong relationships with both customers and suppliers. • Negotiation and definition of contracts and services. • Strong customer focus & good vendor negotiation skills. • Experienced in managing the customer. • Achieving long term relationships as a Trusted Partner.
<i>Budgetary / Financial Management</i>	<ul style="list-style-type: none"> • Plan & manage budgets for IT service provision. • Price outsourced supply, hardware & software. • Manage and track spends on projects and P&L's.
<i>Team Coaching</i>	<ul style="list-style-type: none"> • Specifies team composition. • Value, mentor and inspire team members. • Provide support and informal on-the job coaching.
<i>Presentation & Communication Skills</i>	<ul style="list-style-type: none"> • Design, develop and deliver formal & informal presentations & reports to internal and external audiences. • Good verbal and written communicator.
<i>Flexibility</i>	<ul style="list-style-type: none"> • Willing to travel. I will do whatever it takes to get the job done.

Professional Qualifications

Various sales qualifications have been attained over the years.

Various manufacturer technology qualifications have been attained and maintained as required by the organisation.

Examples:

- Citrix - C.C.S.P.
- Symantec - S.C.P.
- SonicWALL - Sales Accreditation

Summary of Industry Experience

I have worked within the I.T. industry for approximately thirty years.

The core of my sales career has been within the Northern Ireland and United Kingdom private and commercial sector.

I have been a member of the British Computer Society, The Chartered Institute of I.T., accredited via organisational memberships.

I have worked with the following manufacturers and sold their equipment as part of solutions:

- H.P.
- Dell
- Netapps
- Cisco
- Microsoft
- Citrix
- Symantec
- Sonic wall
- H.P. Business Continuity Services
- VMware
- plus many more.

I have excellent networking skills and have built up an extensive network of contacts within my client base, and I am always keen to expand on this.

I would also view myself as being proactive, adaptable and conscientious in all aspects of any position or role that I undertake.

Personal Interests

- Interacting with family and friends.
- Travel.
- Literature.
- Cinema.
- Classic cars.
- Ulster Rugby.
- Swimming
- Gym

Personal Values

- Respect.
- Honesty.
- Integrity.
- Timekeeping.
- Commitment.

Referees

- Noel Brady

Managing Director / Owner – Consult NB1

Tel: 07834 191692 - Noel.Brady1@btintinternet.com

David Patterson has established a reputation for himself as one of the leading account manager/sales professionals in the NI ICT arena. David worked for me in a senior sales role in Sx3 for 6 years. I could always rely on him to handle complex relationships with a range of our most important clients. He has a respectful and honest approach which enabled him to build trust with his clients and this produced excellent financial results for the company and our clients. I would have no hesitation whatsoever in recommending David for a senior sales position. He will be a valuable asset to whatever company is next to employ him in his sales career.

- David McCullough

Independent Consultant – Previously Sales Director at Northgate Managed Services

Tel: 07966 013664 - dwmccullough33@gmail.com

- David Brown

Ex-I.T. Director - United Dairy Farmers Ltd

Tel: 07799 718556 - David.Brown168@gmail.com

- David Stewart

Group Information Security Advisor – DCC Group

Tel: 07919 547229 - dstewart@dcc.ie

“David Patterson is on top of his game and there is nobody that he wouldn't help. He is one of those rare professionals who can focus on the details and can also have far sighted strategic visions and ideas with strong desire for success. David Patterson is very responsive, and has a genuine desire to assist others. If you need something done fast and correct.”

- Nigel Lyons

I.T. Manager - SHS Group Ltd

Tel: 07795 075923 - Nigel@Lyons-net.Co.uk

“I have worked with David in his role as Sales Account Manager/Executive for many years in two capacities, firstly as a technical presales colleague and latterly as a customer. In both relationships I have found David to deliver excellent service in a timely and well managed fashion as a Sales role. In addition David has also ensured service delivery is maintained, often going beyond the call of duty to ensure appropriate resources are leveraged in a timely manner.”