

### **Brian Byrne, Head of Global Sales, The Email Laundry @theemillaundry**



Having started as a telesales executive in 2012, Brian has held a number of different sales roles at email security companies. Beginning as a cold-caller for MXSweep, his role was to book appointments and demos for the account managers. Within a year, he had been promoted to account manager and remained in this position until the company was acquired by J2 Global in 2014. Brian then moved to The Email Laundry, as their channel manager, focussing on the UK & Ireland market. By 2016, the company had grown from 5 employees to 12 and its customer base was becoming more geographically diverse. Brian became responsible for driving further growth, becoming head of global sales in 2016, managing two account managers in North America. In his 4.5 years at The Email Laundry, he has increased sales by 490%, built up a respectable customer base in North America, and has been integral in establishing The Email Laundry as one of the industry leaders in the email security space, which led to its acquisition in 2017. Brian also holds a Diploma in International Sales.

#### **What can I do for you?**

I can help with demonstrating value, handling objections, account management, presenting.

### **Chris Tate, Business Development Director, Datto @TotallyMSP**



Chris Tate is Datto's Business Development Director and Chief Evangelist, with over 30 years of technical and business experience working within MSP's he travels the globe helping our partners grow through education, evangelism and good old fashioned humour.

#### **What can I do for you?**

I can help you to understand how to use vendor Marketing Development Funds to grow sales.

### **Gary Withington, Majors & SMB Field Sales Director, Tech Data**



Gary has 35 Years IT Sales leadership experience in Vendors, Reseller Partners and Distribution both in the UK and international markets. Building and driving success with external and internal sales teams in complex environments. Results orientated and has a passion for creating effective teams and increasing their scale and taking people to the next level.

#### **What can I do for you?**

I can give advice on building effective internal and external sales teams; maximising vendor engagement strategies; how to get the most from distribution partners; sales coaching; go to market strategies and management coaching.

## #UKCCManc19 Sales Genius Café



Hannah Lloyd, Senior Channel Manager, Inbay @Inbay



Hannah Lloyd is Senior Channel Manager with Inbay, an international provider of NOC and Service Desk support to managed service providers. Hannah joined Inbay as a graduate, working her way through the business initially in sales and subsequently in channel management. She is responsible for new business and managing the accounts of MSP partners in the UK, the US, Benelux and Australia. Having been a driving force in Inbay's international expansion, Hannah has seen the challenges many MSPs face when trying to grow profitably in a changing industry and is committed to promoting initiatives that could help them. She was elected as a member of the CompTIA UK Channel Community (UKCC) Executive Council in 2018. She was also one of just three young leaders to be honoured as a Channel Changer by CompTIA for 2018, a programme that honours young professionals who are excelling in their roles within IT Channel organisations.

### What can I do for you?

I can help you identify new tactics for both new business sales, along with cross and upselling techniques. I can help identify the next step your business has to take, whether it be leveraging vCIO or re-packaging your offering to increase margin and become your customers' invaluable trusted advisor. And finally, I can help you discover how to manage your sales team to deliver results through making the most out of their core skillsets.

Joel Blackman, Regional Account Director, Barracuda @BarracudaMSP



Joel Blackman is an EMEA Account Director at Barracuda Networks. His responsibilities are to grow exciting partners and educate them with the correct sales enablement tools to help them grow their business. Joel has extensive knowledge of the MSP market and local trends. Joel is a driven sales professional with successful sales experience in start-ups, dealing with MSPs and channel sales. Joel has consistently earned senior ranking positions by understanding customer's core needs and building relationships that provide value.

### What can I do for you?

I can help with understanding needs, uncovering concerns, market awareness, account management, relationship creating and business strategy.

Rick Yates, Managing Director, Zedsphere @RickZedsphere



Rick launched Zedsphere to serve Managed Service Providers with the best technology products for their needs in 2015. In just 3 short years Zedsphere has grown into an 8 person team with £2m revenue. Zedsphere recently served it's 800<sup>th</sup> MSP customer. With a 20 year history in Sales and Marketing and currently working on his 8<sup>th</sup> start-up business, Rick understands how hard it is to build a business from scratch with limited resources, he also understands MSPs and the challenges the face on a day to day basis.

### What can I do for you?

I can help you with:

- Setting up a sales pipeline
- Increasing your conversion from lead to sale
- How to qualify a lead
- How to distinguish a buyer on heat from a time waster
- How to compensate your sales staff
- Knowing how and when to ask for the order from your prospect
- Explain how you can sales sprints to create leads for your business

Scott Tyson, Managing Director EMEA, Auvik Networks [@ST1972UK](#)



Based in the UK, Scott Tyson is the EMEA managing director for Auvik Networks. Prior to Auvik, Scott was head of global sales at Inbay, where he drove significant company growth in EMEA, North America, Australia, and New Zealand, and founded the company's first international office. At one-time a professional cricket player, Scott emigrated from his native Australia to the UK in 1998, before starting in channel management in 2002. Since then, he's held senior roles in both the UK and Australia building out regional and global sales channels for companies such as SpectraLink, AdvaTel, and Mailprotector.

### **What can I do for you?**

I can help with sales leadership and process along with management of sales teams in remote offices. I can also assist in MSPs utilising their relationships with their Vendor Partners.