

# Adam Wonnacott



## Summary

Practitioner Experience - Process Improvement - Certified Salesforce Consultant

Accomplished and experienced Sales Director and MD in credit management, turned Salesforce consultant. I am a card-carrying Salesforce evangelist with a real belief in the platform's ability to transform businesses!

I leverage my experience of sales and operations to bring a unique perspective to Salesforce implementations and projects.

I help businesses achieve greater efficiency through automation and build future-proof, connected business applications.

## Experience



### Director

Appdraft

Nov 2018 - Present (3 years 1 month +)

### Just. Director of Technology and Innovation

Just. The enforcement market integrator

May 2020 - Nov 2020 (7 months)



### Sales Director

Marston Holdings

Apr 2018 - Dec 2018 (9 months)

Marston acts on behalf of a wide range of clients, within the private and public sector providing outsourced services.

Marston Holdings subsidiaries include NSL Services, Rossendales, Swift, Collectica, Scott and Co, Moreton Smith and Burlington Group.



### Non Executive Board Member

Credit Services Association

Feb 2015 - Dec 2018 (3 years 11 months)

The Credit Services Association is the UK association for companies active in the debt collection and purchase industry. We have a history dating back to 1902 and have in excess of 400 members who represent 90% of the industry and employ 15,000 people.



### Managing Director

MoretonSmith (part of Marston Holdings)

Jul 2017 - Apr 2018 (10 months)



## **Business Development Director**

Marston Holdings

Jan 2016 - Apr 2018 (2 years 4 months)



## **Sales Director**

Burlington Group

Apr 2012 - Mar 2016 (4 years)



## **Business Development Manager**

Burlington Group

Mar 2009 - Apr 2012 (3 years 2 months)

Between March 2009 and April 2012, Adam was Business Development Manager at Burlington Group.



## **Business Development Manager**

Europol International plc

Mar 2006 - Feb 2009 (3 years)

## **Education**



### **City, University of London**

LLB (Hons), Law (LLB)

2000 - 2003



### **Bexley Grammar School**

1992 - 1999

## **Licenses & Certifications**



**Salesforce Certified Administrator** - Salesforce



**Salesforce Advanced Administrator** - Salesforce



**Salesforce Certified Sales Cloud Consultant** - Salesforce



**Salesforce Certified Service Cloud Consultant** - Salesforce



**Salesforce Certified Community Cloud Consultant Certification** - Salesforce

## **Skills**

Credit • Loans • Business Development • Negotiation • Mergers & Acquisitions • Sales • Insurance  
• Restructuring • Enforcement • Business Strategy

## Honors & Awards



**Ranked #30 Motor Finance Magazine Power 50 - Motor Finance Magazine**

Jan 2014