

## Contact

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andyapplebycognizantdigitalbusiness  
(LinkedIn)

## Top Skills

Business Development

IT Strategy

Outsourcing

## Languages

English (Native or Bilingual)

French (Professional Working)

German (Professional Working)

# Andy Appleby

Vice President, Sales at Cognizant Digital Business  
London

## Summary

Andy has built a pre-eminent career track record over 20+ years as a proven market maker and Board level Sales Leader in both established corporate businesses and start-up environments.

Most recently, as part of the core Leadership group at Symphony Ventures, he was integral to the explosive growth period that saw +200% year on year growth where he personally closed and managed annuity revenues that multiplied the value of the company at its sale in 2018 to SYKES. Prior, at Capgemini, he became the youngest Vice President in the UK in 2014.

His wide portfolio of experience includes Digital Transformation, end to end IT Outsourcing (Application, Infrastructure and Business Process) and 'Future of Work' technologies such as Automation and Artificial Intelligence.

This experience and focus spans a wide range of vertical markets from Energy & Utilities, Travel & Transport, Aerospace, Manufacturing, Professional Business Services and Media markets primarily.

Creative, analytical and engaging, Andy naturally excels at building long-term strategic and impactful relationships with clients, partners and colleagues at all levels of organisations.

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## Experience

Cognizant

Vice President, Sales

July 2020 - Present (4 months)

London, England, United Kingdom

Symphony Ventures

## Vice President Major Accounts

March 2017 - July 2020 (3 years 5 months)

London, England, United Kingdom

A key member of the Management team in Symphony's explosive growth from RPA start-up through to leading Intelligent Automation / AI pureplay and acquisition by SYKES, he was responsible for major accounts including Nokia, ADP and Coca-Cola, a portfolio of more than 45% of annual revenues and achieving 350% of personal targets.

Following acquisition by SYKES and as Major Deals Lead, he was responsible for go to market client strategy for digital propositions and leading a \$150m + portfolio of multi-tower 'Digital BPO' deals across Telco, Healthcare and Commercial sectors, notably including a major \$75m+ renewal / extension Digital BPO transformation opportunity win in September 2019.

A respected and prominent industry figure, speaking at events such as Blue Prism World, The Global Sourcing Association, Directors Club and founding member of the HfS (Horses for Sources) Think Tank on RPA / AI as well as numerous other global vendor events.

## Capgemini

VP Global Account Exec / Business Development Director, Applications Services Strategic Business

January 2009 - March 2017 (8 years 3 months)

London, United Kingdom

VP, Global Account Exec / Business Development Director for Strategic Account headquartered within UK with global operations.

Leadership of 200+ dedicated delivery professionals across 3 geographies.

Principle industry expertise and solution focus - major IT Transformation Programmes for FTSE 100 / Fortune 500 'Private Sector' clients within Business / Professional Services, Travel & Transport and Manufacturing, Aerospace & Defence vertical markets.

## Steria Group (UK)

Client Development Manager

February 2006 - December 2008 (2 years 11 months)

Account / Business Development Executive for a number of key clients principally across the Travel & Transport, Utilities and Business Services sectors.

## Computacenter

Business Development Team Leader, CC International

1999 - 2006 (7 years)

Sales Team Management including pan-European Sales Strategy, Demand Generation, Opportunity qualification, European Channel Partner Management and Marketing.

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## Education

### University of Leicester

BA (2:i Hons), Modern Languages and Economics · (1993 - 1997)

### Université Jean Moulin (Lyon III)

European Languages and Business, French Language and Literature · (1996 - 1996)

### Justus-Liebig-Universität Giessen

European Languages and Business, German Language and Literature · (1995 - 1995)