

JOHN WALLACE NON-EXECUTIVE DIRECTOR

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PROFILE

I focus on driving sustainable business growth through high value client engagements, through a collaboration with my clients to blend our skills, experience and knowledge to drive their success.

With a passion for Agile Success, I help my client achieve responsive and customer focused engagements, that are dynamically resourced, profitable and sustainable.

My clients integrate my experience, knowledge and training from over fifteen years as a business enabler, and a further fifteen years in highly successful senior account development and sales roles for global ITC companies, into their operations. I bring real-world experience of executive level relationship engagements, multi-million-pound solution sales, and service/proposition and customer success development and delivery, as a valuable resource to them.

I help my clients:

- Create sustainable, profitable revenues
- Cultivate a clear understanding and mindset in placing their services as highly valued assets into their client's organisation
- Upskill and apply best practice in business development, customer engagement, sales and negotiation within their organisations
- Gain clarity in their business development planning and supporting processes
- Blend my skills and experience with their, as a complement to their in-house resources

Delighting in unlocking a client's potential, I ensure they can truly differentiate themselves by selling high value services that impact in the success of their customer's business. I work alongside business owners and senior executives as a trusted advisor, or directly within their business, to help deliver profitable and sustainable business growth.

Also, as a creative musician, with extensive experience in performance and musical directorship, musical composition and arrangement, combined with delivering international award-winning live and recorded sound, I bring a fresh perspective to my clients' ability to creatively engage with and communicate their full business value to their clients.

My clients are diverse and have included a leading customer insight provider delivering award winning Account Based Marketing (ABM) programmes for global blue-chip customers, IT and communication providers, cloud governance specialist, software specialists (covering areas such as process re-engineering, predictive financial modelling, rail logistics) architects, insurance brokers, and holistic health and wellbeing professionals.

CAREER HISTORY

Dates	Employer	Position
Sept 2005 – Present	TS3 and then TS3 (UK) Ltd	Director

TS3 (UK) Ltd provides business consultancy to business owners and directors, so that they can blend proven business development and sales techniques with their knowledge of their business.

Our engagements provide mentoring, training and hands-on collaborative engagements, which place us at the heart of our clients' business, often in direct client facing engagements. This results in sustained growth and profitable revenues.

We have worked with a wide range of companies delivering services ranging from Bespoke Software, IT support, Architecture Designs, Accountancy, Web and SEO, Electrical Engineering and Natural Healthcare.

TS3 (UK) Ltd also provides live and recorded sound services to theatres, performing groups and other performers.

Dates	Employer	Position
Jun 2003 - Aug 2005	BT	Global Account Manager

- A highly successful sales professional working with a wide range of accounts including BP, GE, Salomon Brothers, Aventis. By working closely with my clients I have been able to support their diverse business aspirations and provide sustained and profitable business for my employers.
- My role has been to ensure total customer satisfaction through leadership of virtual sales teams, and by knowledge of the client's business drivers provide a clear sales strategy in line with the resources available.
- Responsible for developing the relationship with BP's midstream and downstream sectors to create and deliver new business opportunities that exploit BT's expanding ICT portfolio and traditional product set.
- Exceed agreed sales targets

Notable Solutions :

- "Traditional revenues" of £5m during 2004 and £6m during 2005
- Sale of Oil Pipeline IP monitoring network worth £300k during
- Unified telecoms for BP's European operations worth £11m

Apr 2002 - May 2003
Account Manager

- Build BT's relationship with GE and to identify and advise management on the correct resourcing and support for this account.
- Support the customers agreed business drivers, achieve revenue growth, sales and customer satisfaction targets.
- To create and manage virtual teams to develop areas of profitable business within the BT's ICT strategy.
- Exceed Agreed Sales Targets

Notable Solutions :

- Focussing on the smaller GE business such as NBC News, Fanuc Automation, Frankona Re, and GXS, I created awareness and developed projects in the new areas of BT's portfolio such as Flexible Working (£500k), Home Computing (£300k), Blackberry trial with potential sale value of (£180k) and Managed ADSL (£150k).
- Successfully gained full commitment to provide and manage Blackberry devices into GXS's European operation.
- Numerous smaller sales of National and International Circuits and phone installations sales ranging from £50k - 150k.

Account Manager May 1997 - Mar 2000

- To own the relationship between BT and 4 nominated accounts.
- By using structure sales plans that support the customers agreed business drivers achieve revenue growth, sales and customer satisfaction targets.
- To create and manage virtual teams to support all potential areas of profitable business within my account base.
- Exceed agreed sales targets

Notable Solutions :

- Win of the week and month – The GartnerGroup – Concert Virtual Network Services (CVNS) and Concert Inbound Services (CIS). For developing a sale in a key product area by working with the European sales director and European financial controller to support a specific set of requirements, including sales growth, with system functionality, billing and support.
- Secured growth of 70% within ACNielsen by demonstrating BT's ability to price competitively and deliver quality support data services within Europe, against a backdrop of a new \$40m Global commitment to AT&T for the same services.
- Despite The GartnerGroup's stated business requirement for non-preferred supplier environment, at the time of leaving the account I successfully moved BT into a position as The GartnerGroup's unofficial Key Global Supplier.

Dates	Employer	Position
May 2000 - Mar 2002	Concert Communications	Senior Account Manager

- As part of a global account team, own the relationship between Concert and 3 nominated accounts.
- Support the customers agreed business drivers, achieve revenue growth, sales and customer satisfaction targets.
- To create and manage virtual teams to support all potential areas of profitable business within my account base.
- Exceed agreed sales targets

Nominated Accounts

- Bayer, Agfa and Aventis

Notable Solutions :

- Successfully negotiated the voice network with Aventis, worth \$3M (2002)
- Real growth factor of 28% for Aventis (\$32m) and 25% for Bayer (\$28m) achieved during 2000

Full continuous employment in sales since 1990 with BT, Kingston Communications, Concert Communications and TS3 (UK) Ltd.

Other Notable Career Successes

TS3 (UK) Ltd, BT PLC, Concert Communications, Kingston Communications PLC, Out There Enterprises Ltd

- In a sales mentoring role for a UK-based insurance brokerage, worked with Account Executives to develop relationship-based sales strategies, which introduced new sales skills, together with strategy and client relationship planning to secure existing business and develop new revenue streams. This stopped loss of business at renewal, worth £500k per annum
- Development of key business-related skills and business partnership strategies for a London based Independent Financial Advisor, which drove increased and sustained customer satisfaction and subsequent revenue streams. One new partnership developed projected an expected revenue increase of around £150k per annum.
- Successfully supported new business ventures as a Senior Project Manager for a premier London based environmental advisory agency. I provided sales training and helped clients develop strategies and business plans that could be used to obtain funding to develop key aspects of their operations.
- Successfully delivered Brentwood Borough Council's "Seen and Heard" showcase and Alchemy Dance concerts at the Brentwood International Centre. As the Artistic leader I liaised with and co-ordinated all performers and their technical requirements, designed and delivered the live sound, and managed the rehearsal on the performance day. The Alchemy event featured the Royal Philharmonic Orchestra.
- As the "traditional revenue" champion for the Oil and Gas sector within BT, I provided BP with a pan-European voice support infrastructure that provided a management function that would contain and reduced overall communications spending. This successfully defended our "traditional" revenues of £6m during 2004/5 against exceptional competition. As a direct result of the strategies I initiated, BT was awarded the contract to delivery BP's European Voice Network, based on IP telephony. The Global Account Team delivered 50% revenue growth in 2004/5 to £27m. This team was the top performing team in BT's Industry sector.
- As Director for Out There Enterprises Ltd, I developed a marketing strategy that ensured a new musical was successfully planned, developed and launched, resulting in enquiries from across the world, with many performances across the UK and Canada. I successfully negotiated the global performance rights of this musical with Josef Weinberger Ltd, the worldwide leading publisher of musicals.
- Within Concert Communications, by re-negotiating and developing a pan-European and US based managed voice network proposition for Aventis, which reduced the customer's internal cost of ownership, I exceeded all revenue targets (117% during 2001/2) with specific global revenue growth of 28% for Aventis (\$32m). I also achieved growth of 25% against a target of \$28m for Bayer during the same period, against a backdrop of dramatically reduced pricing structures and strong competition. These accounts were the strongest performing accounts in the sector.
- By ensuring a deep understanding of The Gartner Group's global communications strategy, sustaining impeccable account relationships in the US and UK, I created a

support infrastructure made up of key customer relationship management and managed networks expertise to support the expanding customer account teams across Europe. As a direct result of my account strategy, I grew combined sales and usage revenues from £1.5m to £6m during a 2.5-year period. I achieved the only 100% customer satisfaction rating for billing during 1998/99 within the whole of the BT's Global Finance Sector.

- BT's Global Business Markets Directors Club winner 1998/99 and participated in the award trip to Canada.
- Within BT, across a wide section of South East England based accounts, I achieved 154% against a sales order target of £2.8m during the 1996/97 sales year.

Examples of client engagements

- Delivered 250% revenue increase within 10-month period for a process re-engineering and software business:
 - o Business development engagement to:
 - Apply best practice in Sales and Negotiation
 - Define and develop the company vision and mission, and develop a value proposition based on these
 - Effective Communications to reinforce company values and business personality
 - Provide mentoring support for business planning for growth
- Supported the development and delivery of a market-leading insight SaaS proposition, across numerous roles over 11-year period
 - o Client Director for BT's global market insight programme – supporting 6,000 sales people across 5 continents that developed within a 12 period £1.5bn sales pipeline, £450m sales order value, 960 compelling insights and 320 senior executive conversations outside of RFP process.
 - o Led and developed use of intent data and public domain insights for Account Based Marketing (ABM) and key sales development programmes with DellEMC, Tata Communications, Atos, Fujitsu, Juniper Networks, SAP and Concur.
 - o Programme Manager for a strategic sourcing proposition development and sales enablement knowledge portal
- Delivered 300% sales increase within 12 months for a software design and development company:
 - o Strategic planning to support their business growth
 - o Opportunity assessments on strategic accounts
 - o Mentoring and business development engagement to:
 - Define and develop the go to market proposition
 - Engage better with clients to define more agile contracts and secure customer commitments to these
 - Develop and deliver a Customer Success Programme
 - o Mentor and develop the skills and effectiveness of the Business Development Manager
 - o Help the executive committee and their staff prepare for and run C-suite customer engagements.
 - o Attend C-Suite customer facing meetings to maximise these.

- o On-going reviews and mentoring into the business to support sales development/planning, customer success, product and service development and other commercial success areas as they arise.
- Transform sales closure from 10% to 30+% within 6 months for a SEO and Web design specialist
 - o Business development engagement to:
 - Define and develop the company vision and mission, and develop a value proposition based on these
 - Effective Communications for the business owners and their team to reinforce company values and business personality
 - Use of best practice in Sales and Negotiation
 - Re-define the end-to-end customer engagement process, and all supporting materials and website messaging
 - Define and blend into the organisation best practice in Customer Success and Account Management
 - o Support the recruitment and onboarding of a new Customer Success Manager