

# NATHAN JONES

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## CAREER SUMMARY AND ASPIRATIONS

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- Experienced in rapidly scaling-up B2B products and solutions at senior level across multiple industries as a business founder, for start-ups and for large multinational enterprises
- Enjoys being the commercial person in a technical team – experience of working in agile computer vision and voice AI/ML projects where products were inchoate or recently launched
- Successful in outcome-driven sales by identifying and solving market and customer problems.
- Highly adaptable, collaborative and emotionally intelligent entrepreneur who loves high quality products, people, problems, solutions and making sense of confusion
- Inquisitive and endlessly curious, reliable, trustworthy, supportive, honest, friendly and motivated

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## PROFESSIONAL EXPERIENCE

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### **AVIDA GLOBAL LTD (UK and Colombia)**

Jan – May 2021

Cannabis cultivator, processor and manufacturer (CBD, THC, CBG and other cannabinoids)

Freelance Sales and Marketing Manager

- Deliver and execute a segmented sales and marketing plan based on market research and analysis of the ecosystem – trends, insights, challenges, opportunities

### **PEAK LABS AND A “GLOBAL TECH ORG”**

Nov 2019 – Dec 2019

Cognitive training and OEM

Freelance Product Evaluation Consultant

- Delivering CX and consumer insights for pre-launch products and services

### **SAMSUNG RESEARCH Staines-upon-Thames, UK**

May 2017 – Sep 2019

Commercialising advanced and future technologies

Head of Business Development and Account Management

#### ***Business Objective:***

- Build and launch an ecosystem of 3<sup>rd</sup> party voice-enabled services for Samsung mobile users via Samsung’s Bixby Intelligent Assistant (the highest profile project at Samsung during this period)

#### ***My contribution:***

- Leading evaluation of over 250 potential partners across public and private sector enterprises including retail, health, broadcast, FMCG and social media, food and drink, travel and transport
- Owning commercial relationships, developing and executing the sales framework, pipeline and setting and tracking targets
- ‘Stakeholder’ role during product ideation and development to ensure customer success
- Knowledge sharing via workshops and travel to Korea, Germany, France and USA

#### ***Achievements:***

- Successful public launch of 20 ‘capsules’ in H1 2019 across multiple product and service categories
- Exceeding KPIs of projected daily and monthly active users within 6 months of launch
- Part of award-winning senior team (outstanding performance and continuous contribution)
- Introducing new commercial partners to Samsung services ecosystem

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## CORTEXICA VISION SYSTEMS LTD London, UK

Jun 2015 – Feb 2017

AI, Machine Learning and Computer Vision for image and video analysis

*New Business Development and Account Manager*

### **Objective:**

- Scale-up the Cortexica SaaS and API solutions targeting the omnichannel Retail ecosystem

### **My Achievements:**

- Increasing revenue by 25% YOY through platform licence and other commercial activity
- Obtaining board approval to monetise client trials leading to greater engagement and conversion
- Winning new contracts in EMEA and hitting 18-month sales revenue target
- Getting to at least a paid POC phase of sales pipeline for a number of global retail organisations

## INSTANT ACCESS TECHNOLOGIES LTD London, UK

Oct 2014 – Jan 2015

Online discount shopping platform with loyalty rewards

*Business Development and Account Director*

### **Objective:**

- Enrol retailers and FMCGs in a pre-launch phase of omnichannel consumer loyalty platform

### **My Achievement:**

- Successful product launch with 2 high-profile clients onboarded

## PLAYNETWORK LTD London, UK

Mar 2013 – Aug 2014

Music, content and technology for retail

*Business Development and Account Director*

### **Objective:**

- To win new business accounts and bring in partners from Cantaloupe (below)

### **My Achievements:**

- Exceeding target of 240k (equivalent of 20k RMR) through hardware and solution sales
- Introducing additional revenue streams such as hardware and in-store engagement tools

## CANTALOUPE MUSIC LTD London, UK

2003-2013

Music, content and technology for increased consumer engagement

*Co-Founder & Owner – Sales, Marketing, Product*

### **Objective:**

- To be the number 1 bespoke music content provider to customer-facing businesses

### **My contribution:**

- Business Ownership (Fundraising, Leadership, Commercial, Sales, Marketing, Operations)

### **Achievements:**

- Pioneering the company as a key innovator and market force within the digital music solution marketplace, building sales turnover from 0-750k
- Winning business and renewals at high profile retailers including O2, Harrods, Jimmy Choo, Ted Baker, JD Sports, Karen Millen, Oasis, LK Bennett, White Company, Kurt Geiger, Dunhill, Hackett, Whistles, Café Rouge, All Bar One
- Surviving the 2008 financial crisis and negotiating and completing divestment to a competitor

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## RECENT PERSONAL DEVELOPMENT

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During an extended period without work in 2020, I decided to utilise this time to build out and complete a personal development programme. I am a strong advocate of the benefits that ongoing training and dynamic learning deliver to organisations and individuals. Below is a list of recently completed MOOCs, certifications are listed on LinkedIn;

- *Sativa Learning* – CBD Industry Professional Certificate
- *Yale University* - A Strategic Playbook for Becoming a Principled and Persuasive Negotiator
- *University of California* - Learning How to Learn: Powerful Mental Tools to Help You Master Tough Subjects
- *HEC Paris* - Entrepreneurship Strategy from Ideation to Exit
- *Miller Heiman Group* - Advanced Concepts for Strategic and Conceptual Selling
- *Boston Consulting Group* - Digital Transformation
- *Google Cloud* - Machine Learning for Business Professionals
- *University of London* - Information Security: Context and Introduction
- *IBM* - What Is Data Science?
- *Deeplearning.ai* - AI for Everyone
- *LinkedIn Learning* - Digital Transformation, Key Account Management, Becoming Head of Sales - Developing your Playbook, Executive Leadership, Problem Solving Techniques
- *dotnative.com* - ADBL certified Digital Marketing Diploma
- MENSA member
- Currently applying for an online MBA Scholarship to Quantic Business School