**Peter Clitheroe**

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**Professional Experience**

Tyk Technologies Vice President of Sales, EMEA & APAC (February 2024 - Present)

Responsible for the Commercial operation across two continents with 25 Team members

Responsibilities

* Second line leadership across Account Executive, Account Management, Pre Sales & Post Sales Technical
* Owner of the Channel & Alliance Programme
* Owner of AWS Partnership
* Creator of Management training Program
* Implementer of MEDDPPICC training programme

Attainment

* 2024: 102% Net Retention | 104% Net Growth
* 2024: £12m Account base

GitLab SMB Area Sales Manager (January 2022 - January 2024)

Responsible for build & run of the SMB segment in EMEA. Hired 25 sales people and three managers in 18 months. Grew sales revenue from $12m to $21m over the employment period.

Responsibilities

* Enhancements to the Customers digital journey both before & after sale
* Partner onboarding & sales coaching strategy within EMEA
* Customer Success with Channel partners to maximise customer engagement
* Increasing EMEA participation in the Diversity, Inclusion & Belonging community

Accomplishments:

* Redefined the WW SMB recruitment & interview process
* Internal talent development & promotion programme from Sales Development to SMB
* Designed & implemented the SMB customer engagement strategy to maximise platform adoption
* Rebrand of customer facing meeting content to ensure consistency & standardisation
* Presidents Club award for Year One accomplishments

Attainment

* 2023: 95% Net Revenue | 140% Gross Revenue
* 2022: 135% Net Revenue Growth | 162% Gross Revenue

Hewlett Packard Enterprise Commercial Sales Manager (June 2019 – Jan 2022)

Responsible for a $40m budget and 12 Team members.

Responsibilities: Recruitment, training and coaching team members on all sales related tasks, Intern Sales Programme, Departmental ERG participation, Graduate Sales Academy development, WW product launches

Attainment

* 2021: 107% Net Revenue
* 2020: 65% Net Revenue
* 2019: 76% Net Revenue

Hewlett Packard Enterprise Account Director, Retail & Manufacturing Division (May 2017 – June 2019)

Responsible for managing account teams across 3 UK Retail, 1 Global Manufacturing & 1 Global Pharma organisation.

Attainment: 132% Net Revenue Growth

Hewlett Packard Enterprise Commercial & Service Provider Sales (Jan 2015 – May 2017)

A cross focus on new business sales, account management and relationship development. Awarded position at Presidents Club in 2016 for overall contribution to HPE.

Attainment: 112% Net Revenue Growth

EMC Corporation – Mid Market Account Manager (Jan 2012 – Jan 2015): Allocated non spending accounts to target with the EMC suite of products.

Outsourcery – Microsoft SaaS hosting partner, IaaS Provider (2009 – 2011): Roles included: Account Manager for hosting customers & Cloud Infrastructure Sales Specialist

**Business Interests**

Nicer Group Associate Partner (March 2025 - Present)

Part of the Nicer Group of consultants. My discipline lies in providing Executive leadership with Sales strategy & Planning consultancy. This includes content on GTM strategy, distribution models & optimum sales operational structure.

This is a non-employed position operating through my consulting practice Turnberry Consulting Group.

**Primary Education**

University of Chester (October 2024 - December 2028)

Doctoral Research Study: Presence of Unethical Practice within Enterprise Software Companies

University of Manchester, Manchester Business School (July 2014 - December 2016)

Master of Business Administration (MBA), Engineering & Technology Discipline: Merit achieved

University of Nevada Las Vegas (Autumn 2002 - Autumn 2006) Bachelor’s Degree in Hotel Management: 3.02 GPA

**Secondary Education & Certifications**

Harvard Business School (January 2024 - March 2024) Leading with Finance: Six week online course focussed on the key financial levers that drive financial performance in companies

Chicago Booth University (September 2023 - November 2023) Behavioural Economics: Eight week online course focused on ‘nudge thinking’ learning how to leverage behavioural economic insights to investigate bias, improve economic, policy and management outcomes

CMI Level 5 Management Certification (August 2018 – June 2020) Manager to Leader: Course covering all practical aspirations associated to Senior Level Management: Distinction achieved

**Extra Curricular**

* Manchester Metropolitan University: Guest Lecturer for Business & Technology students
* STEM Ambassador
* Manchester Young Professional Sales Mentor

**Sporting Achievements**

* Everton FC (1995-2000)
* Wrexham FC (2000-2002)
* Wales National Team (1998-2002)

**Personal Profile**

DOB: 09/1983 with residence in Wilmslow, Cheshire