

IAN WARING

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Technically Savvy Manager of Product Management, Vendor Management and Operations teams in Market Leading IT, Enterprise Software and Internet companies. Extensive knowledge of the Enterprise IT, Cloud & Open Source Industries, their business models and routes to market used. Perennially popular with peers by fixing problematic foundations, then engineering consistently target-busting performance. An experienced Senior People Manager, I nevertheless retain up-to-date Cloud, Linux, Open Source, PC, Mac and iOS technical knowledge.

Key Skills	
Analytics	I am adept at using my IT skills to self-serve data from any SQL database and to use Tableau or Excel based analytics on the result. Then to understand the key dynamics of the business, and to spot opportunities for breakthrough engagement levels aligned with organizational objectives. Examples include (1) joining JBA and replacement SAP data into a consolidated history, ensuring an otherwise blind 200 person Internal Sales function delivered all their KPIs. (2) joining quote and sales data from different systems to identify unproductive work and to remove costly errors
Start with the customer and work back	Ensuring we find what target customers need and value, what other players are doing and anticipating intelligent plays. Then enacting product management, process, pricing, marketing and sales approaches to take maximum advantage; ensuring pertinent actionable information is in the right peoples hands in a timely fashion. Three examples include: (1) Executing a self-built business plan to take Computacenter sales of VMware from 7% UK market share to 21% in 2 years, winning two Worldwide awards along the way. (2) Building an Internet Vulnerability Testing Service inside BT Global Services from idea to commercial availability within 3 months. (3) Managing a £50m strong long tail of software vendor relationships with 4 staff, agreeing commercial terms and ensuring that overall profit and service objectives were delivered every quarter without surprises.
Industry Knowledge	I'm a voracious reader, listener and (as an ex-systems programmer) routinely evaluate new software, cloud vendor options and mobile IT technologies. This to understand how developments can affect existing business structures and to aim efforts "where the puck is headed". Example results include: (1) boiling down 2-day Linux Vendor Sales Training to a 20 minute equivalent, without compromising the delivery of the course objectives. (2) Turning a 2" thick software price book that salespeople and customers found difficult to use, into an extensively used 16 page equivalent (causing a huge leap in sales).
Partners	I have extensive experience of transacting software, subscriptions and annuity services business profitably both directly and through IT distribution channels. I interact comfortably with IT directors, developers and the industry channels (complementary vendors, distributors, resellers, ISVs and their key staff) that reach both. I can maximize leverage using these relationships very quickly (eg: I recruited 17 of Red Hats first 21 UK Advanced Partners in 2004-5).
Management	While I can contribute as an individual, I am also an experienced, balanced, collaborative and consistent first and second level people manager with a relentlessly positive disposition and a can-do attitude which generally persists long after others give up. I devote considerable energy to developing employees to realise their full potential and achieve their personal career aspirations.

Recent Career History

Dec/12-Date	Short-Medium term Business Improvement interim contracts	(Own Business)	Chilton, UK
Aug/11-Nov/12	Enterprise Business Improvement & Analytics, Internal Sales	Computacenter	Reading, UK
Feb/09-Aug/11	Category Manager, Virtualisation, Open Source & SW Renewals	Computacenter	Reading, UK
Jan/06-Feb/09	Director, Merchandising & Operations, Software Business Unit	Computacenter	Reading, UK
Aug/04-Dec/05	P&L carrying Product Marketing Manager, Linux Systems	CCD	Reading, UK

Education and Courses

Exams: 7 O Levels, 2 A Levels (Maths, Computer Science), Theale Grammar. PDP-8 programmer from age 14

Key Courses: Selling to the CxO (Citrix Elite Sales Training, 2011); Leadership and Followership (Sandhurst) 2008; Pricing for Profit (Winkler) 1991 (including how to increase profits during a price war, later applied!). Coursera Certificates: Gut Check: Exploring your MicroBiome (2015); Intro to Genomic Technologies (2015); Python for Genomic Science (2015); Command Line Tools for Genomic Data Science (2015).

Certifications: Amazon AWS Certified Business Professional (2016). Google "Making Sense of Data" (2014). Passed MongoDB "MongoDB for Python Developers" and "MongoDB for DBAs" 7 week online training, both with distinction (2013). Red Hat Certified Salesperson for Platform, Middleware, Virtualisation and Storage (all 2013), VMware VSP (2010), Citrix CCSP (2009). Self taught on many other software products.