



Elliott Gratwick

Commercial Director

📍 London, UK

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Languages

Italian

English

About

Sales Director, Head of Sales EMEA, Commercial Director EXECUTIVE PROFILE An international inspirational leader, with a highly motivated hunter mentality, with over 20 years of extensive SaaS EMEA experiences, with leading and developing large scale high value solutions for both Scale up Series B,C and D along side working in established corporations. Possessing strong direct customer full cycle wins as well as building partner networks across new and existing markets. History of closing personal deals of £150,000.00 and above and executing sales strategies to guide teams in smashing targets. A strategic thinking extravert, with creative solutions, hard working, results driven, intellectual thinker, proven record of building high performance sales, pre sales, marketing, support along with professional services, SaaS, media teams with an impressive historical track record of exceeding targets in complex sales processes. Areas sold includes : CRM, Cloud, SaaS, AR, VR, Business Intelligence, International Sports Organisations, FIFA, UEFA, IPL, Premier League, NBA, MLS, RFU, Boxing Insurance, Cybersecurity, Systems Management, Accounting, Security, Operations Improvement, Management Systems. KEY EXPERIENCE

- A 25 year track record of extensive International, EMEA, UK sales leadership and sales success
- Strong direct and agency experience in both SME and large International companies
- Leading sales teams from failing to record sales levels in B2B and B2C
- Successful in building and developing over-performing Sales teams on consistent levels (Sales, SDR, Pre -Sales, Support)
- Lead teams up to 127 people along with running multiple international hybrid teams between 6-8)
- Restructured sales process to increase revenue by over 30% and lapsed revenue by 60%.

MANAGEMENT STYLE A strong internationally experienced team leader, who leads by example, proficient at developing people integrating new skills and strategies to meet the competitive challenges in the full sales cycle, in a range of consultative processes including MEDDIC, building a close, cohesive team, comfortable in delegating in both a authoritative, but light follow up analytical direction. Trusting and trusted, with a persuasive, cooperative approach, gathering input from others using encouragement and enthusiasm whilst using accurate data to gain insight support and ultimately results.

BRANDS WORKED WITH

- Clear Channel
- ImagineAR
- O'MAGE
- Yell

Experience

● Sales and Commercial Director

ImagineAR | Sep 2020 - Jan 2022

ImagineAR is the worlds number 1 AR-as-a Service self-publishing platform which integrates with your existing mobile phone app to instantly create AR campaigns with no programming or technology experience. I was brought in to develop the new AR operations for ImagineAR in the UK, Europe and the Middle East building the brand name and expand on a fully endorsed Microsoft system. ImagineAR is the leading self publishing app and WebAR / VR platforms. I have revised how the sales team (11) remotely based in US and Canada along with implementing new management structures to generate sales and increase the commercial and marketing aspects of the business scaling up the business from there second round of funding expending the brand in the UK and Ireland working with both established and enterprises level clients.

I have redesigned the website and all sales materials, along with changing the sales process increasing revenue by 127%. I have developed new strategic partners grossing 80% of my time to new sales in UK, Europe and across the world making the company more agile in delivering complex enterprise deals.

I have sold to 4 Premier League clubs with an yearly revenue of £600,000 with 3 year licence agreements, Projects including charities, Ruth Strauss Foundation (£100,000), Matchroom Sport with 50% revenue share, Dazn, ECB, The Oval £50,000 licence with revenue share along with Sky Sports Cricket and Sky Sports, Georgia Rugby Association and Turkey Tourist

Board. Sky are also looking to develop the Sky Experience and Elstree Studios in full AR/VR via an SDK app. I have developed business plans with Universal and Universal music at C -Levels along with collaborative work with Disney and Amazon.

Other large sporting areas I have developed relations with are FIFA, UEFA, Premier League, La Liga, NBA, NFL, MLS, RFU, F1, IPL, along with recognised sports agencies CSM

I have implemented new sales targets and KPI's, given the sales teams goals and structure to hit the targets and hired new staff to carry out these changes, developing the training program as along with moving staff through the management structure and documentation of the strategies. Within this period I have personally closed £4,800,000 of new business and secured new projects from lapsed clients through the full 360 sales cycle. I have worked closely with the companies partners throughout the world to deliver AR campaigns, developing a new CRM system (Hubspot) to keep track on new clients and media partners such as Mediacom, Carrot, 180 Amsterdam, Dentsu along with Amsterdam180 on films such as James Bond and Spider-Man so that all sales are fluid and deadlines met.

Engageworks, Consultant Sales Director (Partner of ImagineAR)

I have partnered ImagineAR with Engageworks to work in collaboration on high end Technical and Creative SaaS technology agency delivering physical and virtual B2B and B2C experiences across multiple solutions. This is a consultant role to help engage new business and drive existing teams to bring together collective campaigns. This is purely a partnership which I have developed strong applications between managing cross-functional teams with a strong diverse range of practical and software development. The company was in a sharp decline before I joined and I have delivered 320% to target against an annual revenue target of £1 million, due to my experience to new business sales both direct and agency based which include winning new projects with Heathrow airport for a new hybrid terminal with an initial design stage of £35,000 and final project value of £3.1 million and developing a hybrid Metaverse to be used in another 11 sites.

Heading the sales team (6) and developing management programs along with training and developing the senior team in structured SaaS sales processes using MEDDIC, consultative selling, and strategic partnering strategies. I have delivered through the whole sales process from finding the client to closing the deal with average sales ranging from £30,000 to £120,000. These are complex solutions with multiple sales running side by side, with a structured process to find and close large ticket sales. Engageworks delivers high end software solutions in various different operations including Media and Entertainment, Property, Financial, Legal, Medical, HR and Consulting, also delivering high end solutions for Events and Conferences including Hybrid Metaverse technology.

I have restructured how the company delivers high end SaaS solutions to major industry leaders such as EY, PWC, Gallagher Group, Canary Wharf, Barclays along with developing new business within our Dubai offices with major new

projects at Government C Suite levels including UAE, India and Saudi Arabia. Along with this I have developed the Twitiverse project with Twitter and worked on projects directly with Sky and Sky Sports, Netflix and Universal with a number of AR and VR platforms.



● Area Sales Manager

Yell | Jan 2020 - Sep 2020

I worked directly with the CEO, CFO, Head of Communications, Marketing and Financial teams, by delivering a new BDM model, to deliver new sales and create a hunter mentality. The role was to, start to hit targets of £26,000 each and then roll out the sales process across the whole country, using my extensive stakeholder experiences and external media networking capabilities in direct and agency sales

Highlighting high end opportunities integrated with leading media agencies and high-end clients. Adapt existing strategies to reach out to e-commerce business and help develop a platform to launch new products and business plans placing us at the heart of the marketing campaigns,

working in the hospitality sector to work on major campaigns to launch new products or restaurants. I also worked on the Deliveroo campaign, which I oversaw the PPC and social media driving new sales.

My knowledge of the digital media scope drove the team to exceed targets and in the first month each BDM hit their target for the first time ever with a 17% yield on sales. I delivered a proposal for the targeting of larger propositions to market being more flexible in the changing digital acquisitions of London alongside increasing our footprint in European and Global markets from my extensive knowledge of the marketing world.



● **ASM and Brand Director**

Clear Channel | Jan 2015 - Jan 2019

I worked with leading agencies such as Dentsu, Essence, Mediacom, Talon along with direct clients to build and manage campaigns nationally also internationally. I have been responsible for building of International campaigns to £60,000 order values, working directly with leading agencies complex programmatic sales up to £110,000, forecasting monthly and quarter sales cycles with a growth of 31%, C-Suite delivery, along with managing lapsed contracts and secure £300,000 project with TATA Steel. Increasing revenue on existing brands by up to 140% whilst constantly hitting and overachieving on targets by up to 320%. Secured new starters, scaling up the team whilst running a team of 8 Sales Staff and developing them into the management structure throughout the South to increase Target from £900,000 to £2.6 million in 2019. I Set up the new Business Development Managers Sales Growth plan with £32,000 targets, and inducted the new Area Sales Managers, along with restructuring the management program and structures across the UK and Ireland growing the YoY business by over 240%.

I managed to work in the hospitality sector working on McDonalds, Subway, KFC, Burger King running national accounts and brand campaigns working at head office levels managing complex campaign solutions.

● **International Sales Director**

O'MAGE | Jan 2008 - Jan 2015

Selling media digital space including sponsorship and conferences along with SaaS, with a turn over of \$11,000,000. Delivering premium exhibition and SaaS products to high end clients in a competitive industry to deliver the best service and product in the most exclusive way. I was personally responsible for, selling Digital SaaS products to International brands target of \$1,000,000 increased by 12% including event sponsorship Worldwide with values above \$150,000 on average sales Into Education, Financial, Legal, FMCG, Automotive and Sports including Mercedes, BMW, PGA Golf tour, at C-Suite levels, along with delivering media broadcasting and sponsorship for the 2010 World Cup. We delivered all the marketing campaigns for Nando's and helped to develop their strategic positioning in Johannesburg then help with the Worldwide role out at C Levels.

I coordinated a sales teams of 120 internally delivering to B2C and B2B which exceeded sales targets year on year by minimum of 37%. I negotiated the prices and set KPIs for the sales teams, always delivering against New business development by up to 30% on sales and acquisition increasing existing business by a 8% yield External sales and stake hold in the market was measurable by 40% increase on the net year expansion. This included developing and executing the management growth plan along with the scaling up of the business and complex GTM forward planning and delivery.

I brought international brands including BMW, Mercedes, Mini, ABSA Bank securing media and advertising contracts of over \$1,000,000 in South Africa and developed relationships in European head offices. I closed deals from £1,000 to £450,000 multi-functional projects which required detailed planning and operations working alongside international offices including face to face meetings in Germany and Australia to close highly competitive new International Sponsorship Sales,

● **New Business Director**

| Jan 2004 - Jan 2008

D'Italia was an Italian importuning company who supplied all the major supermarkets and restaurants in South Africa, with own label and top-quality Italian products. I was responsible for managing and leading a sales team of 15, negotiating price and sales targets, with international brands, increasing imports by 140% and securing the contract for 2010 World Cup, supply pasta and fine foods to all the teams during this time. I increased sales by 150% per month and built a central distribution point for national sales point and International sales into Africa.

I helped to expand the products into the hospitality sector working with both major take away chains and high end restaurants and hotels. This resulted in scaling up the team and looking into new ways to for the GTM strategies.

● Head of Partnerships

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The number 1 AR Try-on fashion brand. I have been moved to secure new brands to their network to deliver immersive AR campaigns in both external and SDK app delivery. I have managed to bring brands such as LVMH, Kering Group along with Tommy Hilfiger and Nike with major activations. New brand activations include Prada, Gucci, Tommy Hilfiger, Nike, FIFA, Balenciaga, Dior, multiple international agencies.

Via my extensive knowledge and relationships with agencies and direct clients I have secured a number of major brands to deliver 190% to target. I have also raised the profile of the business within Vogue and with a major Women's Sporting event with FIFA.

I have also signed long term agreements with JCDecaux, Dentsu, Media-com and Westfields along with FIFA and Nike for the Women's World Cup in Australia and a wider collaboration with Nike and JD Sports in a multi million pound 500 store collaboration. Other sports brand collaborations include Under Armour, Adidas and Castore.

My position has also been to set up the sales process and build a sales team, along with KPI's and targets, whilst developing the CRM and communications systems. I have introduced Hubspot as it meets the companies needs along with the addition of Zoom In to grow clients.

I handle a meeting with the production team on a Monday to up date all new and existing projects along with Sales meeting with the CEO and COO on Tuesdays then deliver a sales meeting to the team on Wednesday and follow up with a Friday call. In addition I carry out all follow up presentations to help the sales team where require and develop all project costings and final projections with clients.

Education & Training

1992

● Leeds Metropolitan University

Bed (Hons) Design and Technology,