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A LIST 2019

*MEET SOME OF THE MOVERS
AND SHAKERS THAT MAKE
UP THE CHANNEL ELITE*

SUPPORTING THE RISING
STARS OF THE CHANNEL



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#CHANNELSTARS



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Welcome to the CRN A-List 2019

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From the reseller boss who once played trombone on the White House lawn, to the distribution MD who owns more than 100 pairs of shoes, the UK's top IT channel executives possess many surprising hidden talents and hobbies.

It is precisely such gems that *CRN's* annual *A-List* is designed to unearth, and respondents told us they found this year's set of 11 questions particularly exacting.

Matt Riley will be a familiar face to most people reading this supplement, but how many will be aware that the Daisy chairman can walk on his hands like a gymnast? Or that Bell Integration boss Alastair Bell likes to relax by diving cave systems in Mexico?

This year's *CRN A-List* sees 138 top executives in the channel grilled on a variety of topics, ranging from who they would have play them in a film of their life, to their guiltiest pleasure.

We also asked them what their first act would be if they were made Prime Minister, with answers ranging from cancelling Brexit and re-introducing national service to "eliminating" middle-lane drivers.

A fixture in the *CRN* calendar since 2005, the *CRN A-List* aims to give the channel's

biggest hitters the opportunity to showcase their playful side. Being that *CRN* is a serious and sober business publication, we have also thrown in some more solemn, industry-related questions for good measure.

From Westcoast founder Joe Hemani and Softcat CEO Graeme Watt, to BT Business Direct boss Helen Slinger, no one was too proud to take on our tricky questions this year, and we hope you enjoy reading their thoughtful responses.

A big thank-you – and congratulations – to everyone who made the cut.

Doug Woodburn, editor



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In great company

Agilitas is proud to be supporting the *CRN A-List 2019*, a prestigious selection of leaders in the UK channel. This is a well-deserved recognition of the most influential leaders in our industry, which we are thrilled to be involved with.

Now, more than ever, it is critical that channel businesses continue to collaborate and find new ways to work together. The *CRN A-List* is a fantastic opportunity to keep doing this, stimulating discussion across all our business leaders on the key themes that are affecting our industry. For this reason, we are delighted to be hosting this first-of-its-kind *A-List* dinner at the Shard, London in December, where select members of the *A-List* will gather to debate the theme of 'Taking Innovation to New Heights'.

It will come as no surprise to channel leaders that the topics up for discussion at the dinner include channel businesses' approaches to new technologies such as the cloud, whether companies are building their own intellectual property, what trends companies are embracing to stay ahead of competitors, and how companies are implementing globalisation.

In a natural next step when exploring the future of the channel, we are seeing the themes of Globalisation, Relevance and Transformation increasingly becoming topics of conversation. In the course of our groundbreaking research into what the global channel will look like in 2020, we predicted that these themes would have unparalleled effects on the future of our industry. In fact, we are already seeing many channel companies adopting these themes in their strategies; many of Agilitas' channel partners have leveraged the insights that have come out of our research to enhance their own service strategies.

Let's get together

Collaboration with other channel businesses is the ideal way to quickly bolster a channel provider's portfolio of services, while increasing wallet share, margin and loyalty from the customer. Our recent research revealed that more than a quarter of a channel business's revenue is generated through the utilisation of skills from other companies.

Furthermore, the exact needs and desires of the customer must be taken into account; out-of-the-box solutions are simply no longer sufficient for today's customers. We are increasingly finding that relevance is a top priority for channel businesses going forward – delivering outcome-based solutions for customers, rather than standard, off-the-shelf solutions that are not targeted for their business needs.

Collaboration is key to achieving this; if a customer's current channel partner(s) cannot directly offer a service that the customer requires, they must work together with other value



accretive channel partners to deliver this. Otherwise, they will fail to remain relevant for customers that increasingly want innovative, tailored solutions that meet their ultimate business objectives.

Market-leading companies recognise the need to remain relevant and customer-centric in today's world; many have undergone, or are currently undergoing, a transformational shift to align with their customer requirements.

Here at Agilitas, we are adopting the themes of Globalisation, Relevance and Transformation in our market approach and strategy, increasingly collaborating with our channel partners to make sure that together we are adapting to the changing channel landscape. Internally, we are continually working with the Agilitas team to analyse how we can further foster innovation and collaboration to ensure our strategic goals are not only met but exceeded.

Finally, I would like to congratulate all those channel leaders who made this year's *CRN A-List*. I am looking forward to exploring these topics further and collaborating with my fellow channel leaders at the *A-List* dinner in December, where we will all share our insights into the current state of the channel, and debate the best practices required for future success.

Shaun Lynn, CEO of Agilitas

A



ZOE ABBOTTS

Global channel operations director, Symantec

Tell us something most people won't know about you I am a

qualified vet nurse (RVN) and when I can, I volunteer at the local animal hospital charity.

What has been your highlight of 2018 so far? Trekking the Inca Trail to Machu Picchu.

Who would play you in the film of your life? Reese Witherspoon.

Which tech firm (other than your own!) do you most admire? Tesla.

I admire its focus on sustainable energy solutions and intention to reduce reliance on fossil fuels.

What is your guiltiest pleasure?

I like my steak rare, my gin with cucumber and a cream tea the right way round: scone, jam, then clotted cream.

What is the most irritating tech buzzphrase of 2018? I love the

opportunity around GDPR but at the same time it is somewhat irritating as everyone is sending emails, saying that they are going to stop sending emails.

What would be your first act if you were made Prime Minister?

Make single-use plastic illegal.

What's the biggest untapped opportunity facing the channel?

IoT – very few partners are investing or educating themselves in IoT. It will be massive, especially when 5G comes in next year.

What is your most treasured possession? My dog Ginny.

What do your family think you do all day? Day in and day out, my family think all I do is sit in back-to-back webex meetings, listening to people from all over the world talking. Or better yet, they see my business trips to HQ in Mountain View, California as regular holidays.

Who has been your mentor in business? I have had the pleasure of working with some highly experienced, knowledgeable people over the years but I can't think of a bigger supporter of European channels than Pat Dunne. Pat has been a fantastic mentor and colleague for me, helping translate theory into practice in the execution of international channel programmes.



MARK ARMSTRONG

UKI VP channels & alliances, HPE

Tell us something most people won't know about you I have run 39

half marathons and two full marathons. My target was 50 halves by aged 50; family commitments got in the way so it's now looking like 50 by 52.

What has been your highlight of 2018 so far? Business: huge successes growing hyperconverged and storage through HPE Simplivity and Nimble

this year, and growing our overall share of the channel in UKI. Personal: a day's helicopter trip and boat ride to the Grand Canyon with my two sons.

Who would play you in the film of your life? Crikey, no idea... Robert De Niro?

Which tech firm (other than your own!) do you most admire? Square – let's get rid of cash altogether.

What is your guiltiest pleasure? Whiskey with a slab of dark chocolate.

What is the most irritating tech buzzphrase of 2018? 'Double-click'.

What would be your first act if you were made Prime Minister?

Ban smoking, full stop, everywhere.

What's the biggest untapped opportunity facing the channel?

Software defined, private, cloud, delivered as a service.

What is your most treasured possession? My iPhone AirPods.

What do your family think you do all day? Talk on my mobile.

Who has been your mentor in business? I don't have one mentor; you can learn so much from everyone you work with.



JON ATHERTON

Group sales & marketing director, Ci Distribution

Tell us something most people won't know about you I am sure

this question comes up every two years! And I'm not going incriminate myself

any further... At 16 I came fourth in the 100m at the National Youth Athletics meet at Alexandria Stadium, Birmingham. A stepping stone to the youth national team.

What has been your highlight of 2018 so far? Growing our portfolio of vendors and increasing our customer breadth across distribution, becoming a driving force within client rugged devices and solutions. The success of Rugged World 2018 for the team was the icing on the cake.

Who would play you in the film of your life? I would like to think Brad Pitt but he doesn't have the same bone structure as me, so it would have to be a different actor for each decade of my life... I was half the size I am now even 10 years ago.

Which tech firm (other than your own!) do you most admire? That is so difficult due to the amazing work so many vendors do in pushing the technological boundaries to make our daily lives easier, simpler, efficient and so on. One area I do admire the progress is in robotics, specifically for the medical vertical. How these technological robotics are now programmed in helping patients to adapt to the condition of each patient as they recover from strokes, traumatic brain or spinal cord injuries and so on.

What is your guiltiest pleasure? Jack and Coke. One ice cube. And a Topic bar (but not together).

What is the most irritating tech buzzphrase of 2018? 'Blockchain'.

What would be your first act if you were made Prime Minister? Abolish University fees. We should be investing in our children.

What's the biggest untapped opportunity facing the channel?

That is a difficult one. When I visit resellers, especially SMEs, they are crying out for service wraps around hardware, to differentiate themselves against the competitors. Distribution must do more in assisting our resellers: asset retirement, recycling,

security, BTO, warranty/repair, online development assistance and so on.

What is your most treasured possession? I am fortunate to own some expensive possessions but my most treasured possession is the memories I have of my late mother. These are unique to me and my mother was and continues to be my inspiration to succeed.

What do your family think you do all day? I don't know. They do know I have a strong work ethic and when I do occasionally do something different – exhibitions in Monaco or Vegas, golf with clients, whatever – it's important to have balance.

Who has been your mentor in business? Many, many people. We should all be inspired by those we are around: friends, family, colleagues. It should not have to be your chairman or manager. Without a strong, positive social base around you as a foundation, it would be hard to focus and be a success.

B



MIKE BACON
*Founder & managing director,
Academia Group*

Tell us something most people won't know about you I am motivational speaker – having learnt from the best I am taking my new

confidence to wider markets to help businesses understand their true potential.

What has been your highlight of 2018 so far? Launching Atama.tech – B2B part of the Academia Group.

Who would play you in the film of your life? A young Robert Redford surely?

Which tech firm (other than your own!) do you most admire? Vital York – stellar business and technology support in the North of England.

What is your guiltiest pleasure? Golf – you can organise a strong business deal with me on the back 9.

What is the most irritating tech buzzphrase of 2018? 'Artificial intelligence' – we have moved on from 2004.

What would be your first act if you were made Prime Minister? Bankrupt Bitcoin.

What's the biggest untapped opportunity facing the channel? Thinking backwards to drive companies forward – there is a natural need to understand the past to correct the future when thinking about technology.

What is your most treasured possession? Any picture I own of my family – these are the ones behind everything I do.

What do your family think you do all day? Play golf and conduct business propositions.

Who has been your mentor in business? Adrian Atkinson – chairman of Exitech and the one who believed I could run my own business.

ROB BARDWELL *Group CEO, Pinacl*

Tell us something most people won't know about you I competed at the Isle of Man motorcycle races in the 1980s and 90s with a fastest lap average of 112mph.

What has been your highlight of 2018 so far? Driving growth across the Pinacl Group and our real-world



DARREN BARKER

**VP & general manager (UK&I),
Hitachi Vantara**

Tell us something most people won't know about you On leaving school, I spent the first five years of my working life as a carpenter. A very different job than what I do today.

What has been your highlight of 2018 so far? Returning to my roots and becoming UK and Ireland general manager. The team is brilliant and the opportunity ahead of us is unparalleled.

Who would play you in the film of your life? I'd like to think Sean Bean – we are both from Yorkshire and tough. My team would suggest Mr Bean is more appropriate, which is probably very true.

Which tech firm (other than your own!) do you most admire? There are a few I admire, but it has to be Apple as it was the first trillion-dollar company and its products are easy and fun to use.

What is your guiltiest pleasure? Taking my son to watch our team whenever and wherever possible. I also enjoy the occasional pint of Guinness.

What is the most irritating tech buzzphrase of 2018? We hear a lot about 'digital currency', 'blockchain processing', 'augmented reality'. There is a lot going on around 'agile development strategies' and 'micro services' and I know a lot of companies are investing in 'serve-yourself data warehouses'. What does it all mean? Well, a bunch of new industry terms for what, for the most part, is a refinement and evolution in technology.

What would be your first act if you were made Prime Minister?

It seems counter intuitive coming from someone who works in tech, but I think young people need to put down their technology and get outside more often, whether that's through sports or other activities. I would like to see more investment and programmes supporting our young people to have sporting opportunities and new activities. I would also make sure Test cricket

delivery of IoT solutions.

Who would play you in the film of your life? Bradley Cooper. He's thoughtful and slightly left of centre.

Which tech firm (other than your own!) do you most admire? Apple, for its continued marketing brilliance.

What is your guiltiest pleasure? *Love Island!* I only watch it because it's on in the house...

What is the most irritating tech buzzphrase of 2018? 'Deep dive'. Why not say 'take a detailed look'?

What would be your first act if you were made Prime Minister? Bring back national service; instil a good basis for any walk of life.

What's the biggest untapped opportunity facing the channel? IoT. The way this will feed AI and automation has the greatest potential since the internet.

What is your most treasured possession? My memories: the ones I've already built and the ones I'm making now.

What do your family think you do all day? Hire and fire people (my daughter actually said this in school).

Who has been your mentor in business? Ron Walsh, my first boss at Anixter. He showed great leadership and great humility.



returns to terrestrial TV. It's the best sport in the world.

What's the biggest untapped opportunity facing the channel? It is the opportunity that is directly ahead of us: driving data value. Today, we only use five per cent of our data. And while we all know the importance of properly storing and managing your data, we're not making the most of the data – and in turn, the invaluable insights – companies are sitting on today.

The opportunities are limitless – whether it's using data to improve the customer experience, drive revenue, identify efficiencies and so on – we're helping our customers make more sense of their data to drive what we call 'return on data'.

What is your most treasured possession? My original Manchester United scarf, which I wore to my first game in 1977. It still makes an appearance on big occasions.

What do your family think you do all day? My 10-year-old daughter, Lily, thinks I talk all day. She takes after me!

Who has been your mentor in business? A Scotsman named Murphy. He spotted something, believed in me and gave me an opportunity, something I encourage across our leadership team.



PAUL BARLOW

Managing director, Servium

Tell us something most people won't know about you I'm a

qualified boxing judge.

What has been your highlight of 2018 so far? Servium winning a three-year government supply contract.

Who would play you in the film of your life? Bob Gunton.

Which tech firm (other than your own!) do you most admire?

Deliveroo – for getting food to me!

What is your guiltiest pleasure?

Chocolate, chocolate and chocolate.

What is the most irritating tech buzzphrase of 2018? 'Digital

productivity'.

What would be your first act if you were made Prime Minister?

Ban the game *Fortnite*! So I could see my son again!

What's the biggest untapped opportunity facing the channel?

Use of artificial intelligence.

What is your most treasured possession? A World War II Jeep.

What do your family think you do all day? Drink tea, sit in meetings and chat.

Who has been your mentor in business? Ron Fenwick, managing director of Equanet.



ALASTAIR BELL

Non-executive chairman, Bell Integration

Tell us something most people won't know about you I relax diving cave systems in Mexico.

What has been your highlight of 2018 so far? I'm still enjoying it!

Family and friends are all well and the business is growing well in geographies and areas we excel in. Also, the creation of a new startup, which is groundbreaking in the world of telcos.

Who would play you in the film of your life? Ray Winstone.

Which tech firm (other than your own!) do you most admire? Still

Sun Microsystems for all it gave free to the world of development with Java and TCPIP, along with the creation of open systems and of course for allowing us to build a highly profitable business.

What is your guiltiest pleasure? Good red wine.

What is the most irritating tech buzzphrase of 2018? Anything that mentioned '4th generation' or 'paradigm shifts'. More recently, 'cloud economics' would have me leaving that meeting.

What would be your first act if you were made Prime Minister?

Create a commercial arm to completely oversee and govern *all* civil service and

all defence spend to reduce the waste that is so obviously prevalent.

What's the biggest untapped opportunity facing the channel?

Cloud is ushering in enormous opportunities around business migrations and servicing; for the short to medium term it stands to remain that way.

What is your most treasured possession? My wine collection, albeit a consumable one...

What do your family think you do all day? Now that varies on the day but visibly it'll be either a good day at the office or a long lunch...

Who has been your mentor in business? John Hitchcock is my Godfather. He created a string of companies when access to capital didn't exist, sold and retired to Guernsey where he lives now.



ANNABEL BERRY

CEO, Sapphire

Tell us something most people won't know about you A lot of

people know that I love music but most people won't know that I can play the harp (badly). It doesn't get more Welsh than that!

What has been your highlight of 2018 so far? Apart from making this *A-List*, you mean? Definitely celebrating the end of Sapphire's biggest ever FY with the team of people that made it happen. They're a great bunch and I'm very lucky to work with them.

Who would play you in the film of your life? That's a loaded question! I'd like to say Kate Winslet, but I'm sure my colleagues would probably say Meryl Streep, channelling her character in *The Devil Wears Prada*...

Which tech firm (other than your own!) do you most admire? Over the years, I've admired many of our competitors, particularly those startups that remained true to their identity and focused on what they do best. Unfortunately, they tend to lose that when they get acquired and there aren't many specialist independents left, which is a real shame. But I do really admire those entrepreneurs in the channel who have set up and run their own successful businesses – it's hard graft.

What is your guiltiest pleasure? Sunday night, eating Ben & Jerry's from the tub, drinking wine and watching the Patriots winning.

What is the most irritating tech buzzphrase of 2018? It's not a new one for 2018 by any means but it's still used: 'big data'. It's very annoying. It's right up there with being 'reached out to'.

What would be your first act if you were made Prime Minister? I'd make sure a lot more money was ploughed into education and also supporting clubs, activities and sports for kids outside school hours – sitting indoors playing *Fortnite* on the PS4 is not healthy.

What's the biggest untapped opportunity facing the channel? Getting more young people into our industry. We all know that we have a real shortage of people coming into cybersecurity and we need to figure out how to address that. Then we need to improve how we take that raw talent and enthusiasm of school leavers or graduates and ensure that they have the opportunity to learn from experienced and knowledgeable consultants, creating an elite new resource within the industry.

What is your most treasured possession? Jewellery that belonged to my grandmothers. They were a huge

influence on my life and were both amazing, strong women. I was lucky to have them both in my life into my 30s and I hope I made them proud.

What do your family think you do all day? I started off my career in IT security selling firewalls back in the 1990s. If you asked my mum, she'll probably tell you that's what I still do – sell firewalls (which isn't entirely inaccurate!).

Who has been your mentor in business? I've worked for and with some very successful people during my career so far and I've learnt a great deal from some of them. So I can't say I've just had one mentor. More recently I've been privileged to spend time with other Leadership Fellows at St George's House at Windsor Castle, where business leaders across all sectors get together to talk about the issues of the day and to discuss leadership; it's a real learning experience and I've been lucky to meet some impressive people there.

NEIL BERVILLE

Executive director channel EMEA, Lenovo

Tell us something most people won't know about you I used to sleep walk when a young kid, thankfully in my pyjamas!

What has been your highlight of 2018 so far? Coming through major surgery minus the odd organ and feeling 100 per cent.

Who would play you in the film of your life? Jude Law. My wife says she wants to meet him.

Which tech firm (other than your own!) do you most admire? Microsoft – amazing re-invention after the Ballmer era, with a CEO in Satya Nadella who generally gets it right in the balance between his company and the rest of the world.

What is your guiltiest pleasure? My F-Type convertible. Extravagance in the extreme – especially for a family man of four!

What is the most irritating tech



buzzphrase of 2018? 'Blockchain'

Does my dog need one?

What would be your first act if you were made Prime Minister?

Tackling homelessness in this country – everyone should have somewhere decent to live.

What's the biggest untapped opportunity facing the channel?

Workplace transformation, supporting agile working by leveraging great technology that keeps people connected anywhere / anytime and flexibility for individuals.

What is your most treasured possession? My Specialised Roubaix road bike – my escapism and way to unwind.

What do your family think you do all day? They struggle to understand why I fly two or three days a week to sit in a hotel or conference room and do not visit those beautiful cities around the world.

Who has been your mentor in business? Overall, in life it's my wife Debbie – smart, calm and a great judge of character.

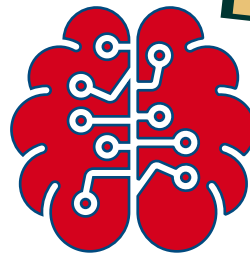
WHICH WORD HAS IRRITATED THE MOST?



Other top irritations

Digital detox, Digital transformation, The cloud, Reach out, Disruption, aaS, Bleeding edge, Double-click, IoT, Big data, Eat our own dog food, Lean in, Pivoting

7%
want to take
a hammer to
blockchain



1 in 10
are fed up of having
artificial intelligence
on their minds



RICHARD BEST

Managing director, Comparex UK

Tell us something most people won't know about you My favourite

suit is my wetsuit... cliché but true. Surfing is something our family does together and those are always good times.

What has been your highlight of 2018 so far? Closing out a successful FY18. We've made incredible progress in a short space of time. The Comparex

culture and camaraderie (local and across the worldwide group) is excellent and there's real passion for our future as an MSP. It's a very exciting environment to be in.

Who would play you in the film of your life? No one looking for an Oscar.
Which tech firm (other than your own!) do you most admire? It's hard not to be inspired by the way Microsoft has evolved its business over the years. As a partner, we're in one of the most exciting times in its history. If you're agile, smart and committed, it's a great place to be.

What is your guiltiest pleasure? Chocolate, it's a terrible family trait. Easter is a testing time. I'm not proud to say I have stolen candy from multiple babies. Sorry kids.

What is the most irritating tech buzzphrase of 2018? 'GDPR'

Nothing to do with its importance or relevance but the relentless emails in both work and private mail boxes.

What would be your first act if you were made Prime Minister?

A second Brexit referendum. Regardless of which side you sit, a second vote

based on facts and a deal (or lack of), with an electoral turnout featuring a higher proportion of the previously missing youth vote feels like a good way to start a more unified journey, whether that's stay or leave. I'd take the Scottish approach and drop eligibility to 16.
What's the biggest untapped opportunity facing the channel? Unlocking the true potential in our people. With that in your corner, the sky's the limit.

What is your most treasured possession? My custom Triumph Bonneville. Long, low and loud. More art than motorcycle, it's a thing of beauty. Working on it or riding it, equally therapeutic.

What do your family think you do all day? Verbatim: "Something to do with computers", "A businessman", "Selling clouds".

Who has been your mentor in business? I won't embarrass him here, but he knows who he is. A good friend, with sage advice and honest feedback. He never fails to be upbeat, with incredible passion and energy for everything he does.



PAMELA BLANCHARD

Founder & director, ICA

Tell us something most people won't know about you In addition to my day job I also foster mums with newborns.

What has been your highlight of 2018 so far? To make the shortlist for [CRN's] Woman of The Year.

Who would play you in the film of your life? Amanda Mealing.

Which tech firm (other than your own!) do you most admire? Softcat. It has achieved incredible growth using a simple sales model and recruitment strategy.

What is your guiltiest pleasure? Chocolate, sweets and anything junk food.

What is the most irritating tech buzzphrase of 2018? Everything 'GDPR'.

What would be your first act if you were made Prime Minister? Introduce more initiatives for females to take up STEM.

What's the biggest untapped opportunity facing the channel? Expertise-as-a-Service.

What is your most treasured possession? My phone, naturally.

What do your family think you do all day? My family have always been involved with the business and my

eldest spent most his school holidays in the office so they have a pretty good understanding.

Who has been your mentor in business? I have never had a mentor but would absolutely welcome one.



BEN BOSWELL

Vice president, Europe, World Wide Technology

Tell us something most people won't know about you I crossed the Southern Ocean on an Icebreaker to get to Antarctica. It was the longest 48 hours of my life – exchanged for one of the greatest experiences.

What has been your highlight of 2018 so far? Watching the world through the eyes of my 17-month-old daughter, watching her be curious, fearless, learn every day and above all bring joy and a smile to everyone she meets.

Who would play you in the film of your life? Jon Snow from *Game of Thrones*. 1) Who would not want to be played by Jon Snow? 2) Winter is coming...

Which tech firm (other than your own!) do you most admire? I am interested in the way that Nvidia is transforming its value proposition to underpin AI in a variety of forms and pushing processing power out to the edge.

What is your guiltiest pleasure?

A bottle of Ridge Monte Bello.

What is the most irritating tech buzzphrase of 2018? The 'Connected...(fill in the gap)...cow/car/crop'. Many seem to be science projects at the moment; the big question is how we take them mainstream to change people's lives and deliver true, measurable business value that exponentially moves either the top or bottom line.

What would be your first act if you were made Prime Minister?

I would go back and ask the people of the UK if they wanted to make a more informed decision on Brexit. If we voted out again, it would have my 100 per cent support, but if we opted to stay put, it would be the most historic moment of our generation.

What's the biggest untapped opportunity facing the channel?

Helping global enterprises to drive digital transformation through the adoption and implementation of global software agreements. There are millions of corporate dollars being wasted by firms who cannot connect the dots between the two – software becomes shelf ware, while true consumption billing and agility is not often realised.

What is your most treasured possession? My eclectic collection of electronic and soul music (records and MP3s) built up over the last 25 years.

What do your family think you do all day? I have been trying to convince them that I work for MI5 and my business card is 007. Sadly they do not believe me.

Who has been your mentor in business? Many, but in particular, Phil Styrlund who is CEO of the Summit Group has really helped me grow into the leadership role I proudly sit in today. He has encouraged me and given me confidence to develop my own personal brand of leadership. He has taught me the importance of inclusion, patience and fostering young talent by giving them the platform to take a shot at big things.



LAURA BOUCHARD

**Central government director,
Microsoft UK**

What has been your highlight of 2018 so far? I got married.

Who would play you in the film of your life? Haha, I am obsessively tidy and there's a hidden fat girl inside me so it would have to be Courteney Cox (aka Monica from *Friends*).

Which tech firm (other than your own!) do you most admire? I am a big advocate for diversity and inclusion so I was really impressed with PWC's 'flexible talent' initiative, which allows people to apply for jobs, stating their skills and availability, then matches the recruits to relevant projects on which they can work shorter weeks or work for only a few months a year. Also I loved Accenture's #InclusionStartsWithIt campaign.

What is your guiltiest pleasure? Box sets – I can't get enough of crime thrillers like *Dexter* and *Line of Duty*.

What is the most irritating tech buzzphrase of 2018? To be honest, I find corporate jargon the worst, particularly 'level set' and 'reach out'.

What would be your first act if you were made Prime Minister?

Gosh, I have a very long list including reforming tuition fees, boosting healthcare spending and investing in renewable energy, but a priority would be to have proportional representation in Parliament.

What's the biggest untapped opportunity facing the channel?

AI. Today there is an AI use-case in every organisation in the UK. There are many flavours of AI; we have deep scientific research and robotics, which get a lot of press coverage. Then simpler pre-built platforms and APIs such as cognitive services through to the AI-infused tools I use daily, such as Teams. So help organisations understand what AI actually is, synthesise the complex, land the first workload, make it useable and cement yourself as a forward-looking, innovative partner.

What is your most treasured possession? My family.

What do your family think you do all day? My girls think I play *MineCraft*.

Who has been your mentor in business? I have been fortunate to have so many amazing mentors but I have to call out Clare Barclay is an utter legend who inspires me to be brave and try new things and is always so supportive.

LORNA BRINDLEY

**Technical service manager,
ArtSystems**

Tell us something most people won't know about you I used to be a landlady, managing 27 public houses

in the South East. I was granted my first licence at 19 years old, one of the youngest in the country at that time.

What has been your highlight of 2018 so far? Becoming head of department, enabling me to make positive changes to staff and customers alike.

Who would play you in the film of your life? Sandra Bullock. A bit clumsy and clumsy, but with a good heart.

Which tech firm (other than your own!) do you most admire? HP. Its staff are very dedicated, and its products are constantly transforming. A very forward-thinking enterprise.

What is your guiltiest pleasure? Wine, red wine, lots of. And cheese (with wine).

What is the most irritating tech buzzphrase of 2018? 'Don't boil the ocean' or the most irritating word has been 'bandwidth'; it's being used far too frequently. I counted 12 times in a 45-minute meeting recently.

What would be your first act if you were made Prime Minister?

That's far too much a dangerous question to answer, it would get me into trouble...

What's the biggest untapped opportunity facing the channel?

Service. Service has increasingly become one of the best-selling tools. After sales,



service has become invaluable to our customers.

What is your most treasured possession?

My family – my husband and two children are my world.

What do your family think you do all day?

My nine-year-old daughter thinks I “shout at men all day”; at least that’s what she told her teacher I do. My husband thinks I get shouted at all day.

Who has been your mentor in business?

My direct manager Simon Cooksey has mentored me for the last eight years, teaching me how to deal with situations using best practice. Steve Hawker, our MD, has guided me and taught me how to react commercially. Without the help and support I’ve received from both of them I would have failed in my role many times over.



DARREN BRODRICK

General manager, SHI UK

Tell us something most people won’t know about you

I’m the head coach for Milton Keynes RUFC under 14s, which sometimes can be just as stressful as working for SHI.

What has been your highlight of 2018 so far?

Exceeding 150 UK employees was a nice sign of the investment being made in our business and believe it or not this year sees the 20th anniversary of SHI UK.

Who would play you in the film

of your life? According to my wife, Tom Hardy.

Which tech firm (other than your own!) do you most admire?

I’m a big fan of the smaller VARs; even though SHI is a multi-billion dollar business, at a local level we’ve had to earn our stripes like everyone else and I totally respect the smaller VARs that differentiate and compete against the big boys. Seeing the investment HPE has made with a lot of channel partners this fiscal year has also been very positive.

What is your guiltiest pleasure?

Galaxy and a glass of red wine.

What is the most irritating tech buzzphrase of 2018?

‘Digitisation’.

What would be your first act if you were made Prime Minister?

Start investing back in public services and abolish inheritance tax.

What’s the biggest untapped opportunity facing the channel?

We need to figure out the role the reseller will play when it comes to artificial intelligence.

What is your most treasured possession?

My family, of course.

What do your family think you do all day?

Play golf. Or sit behind a computer telling people what to do.

Who has been your mentor in business?

I’ve not really had any direct business mentoring. I think a lot of the skills I’ve picked up are from my sporting days. I report directly into our VP of global sales and in most cases support the direction we want to take the UK business in. What you might find interesting is that I left school at 16 with no qualifications and found my own way in life; hard work and a bit of luck brings me to where I am today.

COLIN BROWN

Managing director, Softcat

Tell us something most people won’t know about you

I used to play bass guitar in a punk rock band.

What has been your highlight of 2018 so far? Professionally, taking



Softcat into the small group of UK £1bn revenue companies. Privately, running my first ever half marathon and raising a large sum of money for Alzheimer’s Research in memory of my mum.

Who would play you in the film of your life?

With a combination of *Men Behaving Badly*, pedantic/OCD tendencies (*Doc Martin*) but a soft, animal-loving streak, Martin Clunes. Note I didn’t choose him for his good looks.

Which tech firm (other than your own!) do you most admire?

There are so many to choose from, but over the last 12 months or so I’d say Nutanix – really great technology in itself, while creating new ways of doing things very much in a consumer style (ease of use, simple payment models) but for corporate organisations. The way it should be!

What is the most irritating tech buzzphrase of 2018? It still has to be ‘digital transformation’. So meaningless.

What would be your first act if you were made Prime Minister?

Make all citizens of voting age take an IQ test.

What’s the biggest untapped opportunity facing the channel?

There’s endless opportunity from a technology perspective but for me the opportunity is entrusting young, fresh and diverse talents to take our

businesses forward. We all need to create space and delegate leadership opportunities at a much faster pace than we do today.

What is your most treasured possession?

My George Best autograph: "To Colin, best wishes from George." My first ever hero!

What do your family think you do all day?

Weirdly they think I lark about, go to nice restaurants a lot and generally take it easy. Sadly not much of this is true although we do have a lot of fun at Softcat.

Who has been your mentor in business?

No one mentor as such. I was fortunate to have three fantastic managers at Computacenter (including the current CEO Mike Norris), each of whom taught me different aspects of leadership that have served me well. And of course who could fail to learn loads from the Big Man himself, Martin Hellawell!



CHRIS BUNCH

*Head of Cloudearch – Europe,
Cloudearch Europe*

Tell us something most people won't know about you

I am a fan of unusual investment opportunities. From EIS-scheme companies, through AIM stocks and cryptocurrencies.

What has been your highlight of 2018 so far?

Professionally, bringing Relus Cloud into the Cloudearch family is a big step in our growth plans.

Personally, travel. Sri Lanka, Iceland and Malawi have each provided amazing, but very different experiences.

Who would play you in the film of your life?

Martin Freeman. Narrated by Morgan Freeman, of course.

Which tech firm (other than your own!) do you most admire?

I would call out two British Unicorn companies, who do very different things but are both highly innovative: Improbable's distributed simulation technology is incredible, and has applications beyond computer games; and DarkTrace. In a world hungry for better cybersecurity, it offers a next-generation solution.

What is your guiltiest pleasure?

The *Craig Charles Funk & Soul* show.

What is the most irritating tech buzzphrase of 2018?

Never mind 2018, the most irritating phrase of all time remains 'single pane of glass'. I've also heard a worrying uptick in 'let's double click on that' in 2018 specifically. On the technology side, it still pains me how people mangle 'DevOps' without understanding it.

What would be your first act if you were made Prime Minister?

Ignoring the unplanned farce that is Brexit for the moment, I'd simplify our arcane tax laws. For example, I'd flatten pension contribution rates, further incentivise investments in small companies and limit the ability for both individuals and companies to make money in the UK while channelling those earnings offshore.

What's the biggest untapped opportunity facing the channel?

Public cloud computing. We've barely touched the tip of the iceberg, and the opportunity is vast. The world changes quickly, and I'd encourage everyone to think about how they will be making money in three years.

What is your most treasured possession?

My passport.

What do your family think you do all day?

I will quote my wife: "All you do is make phone calls."

Who has been your mentor

in business? During my time at Cloudearch, I would highlight the business founders – James and Pontus – who have each offered me a very different perspective on technology, growth, business scaling and countless other areas.



ANTONY BYFORD

Managing director, Westcon UK&I
Tell us something most people won't know about you

There is another version of me called Stuart. Not my weekend flame, but my identical twin brother. I'm told I'm the better looking of the two but I must confess he is brighter than me.

What has been your highlight of 2018 so far?

Since joining Westcon late last year, I've had to make some significant changes to our structure, processes, how we manage and measure our performance and moreover what our priorities should be and who the players are to deliver our goals. What has been incredible to witness is the response from the team who have relished the changes and responded tremendously with record results.

Who would play you in the film of your life?

If you wanted a lookalike then of course Stuart, but in the world of acting I would say Tom Hanks. During his career he has always tried a range of roles to challenge himself and I'd like to look back one day to say I did the same.

Which tech firm (other than your own!) do you most admire? Intel.

A key player delivering evolving and aggressive technologies that have kept me employed and excited about being in the IT channel for all these years.

What is your guiltiest pleasure?

My love for shoes. I have more than 100 pairs and some are more than 20 years old and don't look a month old. I always say don't go cheap when you spend half your life on your feet.

What is the most irritating tech buzzphrase of 2018? 'Reach out' – unless of course you're a member of The Four Tops!

What would be your first act if you were made Prime Minister?

Remove VAT from shoes.

What's the biggest untapped opportunity facing the channel?

Multiple vendors have recently informed me that they are seeing increased traction with master agents in the market. Vendors such as Avaya, Mitel and RingCentral are seeing a growing percentage of deals run through master agents and have voiced that this may be the channel of the future. This new channel will provide healthy competition and opportunity for distributors like us.

What is your most treasured possession?

My 3,000+ vinyl collection. I used to DJ for many years and I have a number of originals and bootlegs that are just priceless. And no, I'm not available for birthdays, weddings or bar mitzvahs.

What do your family think you do all day?

Most of my good friends, family and acquaintances don't understand the channel and what it is. Therefore most people think I just sell PCs and continue to ask me to look at their laptops when they stop working.

Who has been your mentor in business?

For a number of years, a very dear friend of mine called Malcom Ramsay, who sadly passed away a year to the day that I write this. A channel legend and damn good fellow.

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RICHARD CALLIS

Managing director, Metaphor IT

Tell us something most people won't know about you

I've been a vegetarian for 30 years.

What has been your highlight of 2018 so far?

From a personal point of view my work/life balance has improved radically in 2018 and I'm spending a lot more time with my young family. For Metaphor IT, we've continued to grow faster than we expected and won some great, long-term managed services contracts.

Who would play you in the film of your life?

My life isn't interesting enough to have a film made about it.

Which tech firm (other than your own!) do you most admire?

I like what Branson is trying to do with Hyperloop One and likewise Musk with The Boring Company. I always admire companies that are innovating and trying to change the accepted norm.

What is your guiltiest pleasure?

Sadly, I do still spend an unreasonable amount of time kicking a football about in my back garden.

What is the most irritating tech buzzphrase of 2018?

I've found people have got a little caught up in how people pronounce certain tech phrases. Does it really matter as long as people understand?

What would be your first act if you were made Prime Minister?

Tough one. Probably only promote people into the cabinet that have real world experience in the sector/industry that they are going to be making decisions and policy about.

What's the biggest untapped opportunity facing the channel?

I still think it's security. The security market is still immature, and it will only become more relevant and more challenging.

What is your most treasured possession?

Probably photos – I'd be gutted if I lost them.

What do your family think you do all day?

Pretty much the truth: talking to people most of the day.

Who has been your mentor in business?

Too many to list, but I'll highlight Ian 'Red' Readman who co-founded, built and sold Intercept IT and Benjamin Turner who taught me how to approach challenges differently.



ZOE CHATLEY

Associate partner, Wallace Hind

Tell us something most people won't know about you

I train at any all-female weightlifting performance

training group and can currently dead-lift 82.5kg.

What has been your highlight of 2018 so far? I visited my sister in New Zealand for the first time in 2018 and have never been to a more beautiful place.

Who would play you in the film of your life? Haha! I'd like to think Reece Witherspoon: a strong, blonde, independent woman with a quirky side.

Which tech firm (other than your own!) do you most admire? I am still a big fan of Softcat. The way it has grown, the technology it engages with and the people culture.

What is your guiltiest pleasure? Watching box sets on Netflix and good films. I can lose hours and switch off.

What is the most irritating tech buzzphrase of 2018? 'AI' – everything is about AI. It's not really a buzzphrase but it's talked about *a lot*.

What would be your first act if you were made Prime Minister? I would really want to help more people get back into work and be self-sufficient. I'd put more resource into job centres, homeless shelters and drug workers.

What's the biggest untapped opportunity facing the channel? Not necessarily untapped but I feel resellers could do more within the smart tech market. It's already doing well in distribution but needs more of a push at the reseller end.

What is your most treasured possession? It has to be my beagle Jenson. He is the most treasured thing in my life. Don't tell my husband!

What do your family think you do all day? Magic people out of thin air and place them in to jobs that have also appeared out of nowhere.

Who has been your mentor in business? It has to be the person who taught me everything to do with the IT channel. I won't name him but he taught me what the IT channel was and how to work the market. He also taught me to be a better recruiter; I still use many of his lessons today.



MATT CHILD

Managing director, Endpoint Solutions (Tech Data UK&I)

Tell us something most people won't know about you I used to run Leeds United FC.

What has been your highlight of 2018 so far? It has been a successful first year for my son at high school.

Who would play you in the film of your life? A young Russell Crowe for the early years, Russell Grant for the '40+' years!

Which tech firm (other than your own!) do you most admire? Every tech firm I work with has its own unique appeal.

What is your guiltiest pleasure? A good whiskey.

What is the most irritating tech buzzphrase of 2018? Anything starting with a '#'.

What would be your first act if you were made Prime Minister? Give the NHS more than a fighting chance of survival via the adoption and deployment of appropriate technologies.

What's the biggest untapped opportunity facing the channel? Utilising subscription models to free up capital to invest in growth initiatives.

What is your most treasured possession? My family.

What do your family think you do all day? Top up the cashpoint.

Who has been your mentor in business? In times of challenge, I read *The Art of Happiness* by the Dalai Lama; I believe the better person you are the better your business will be.



SIMON CHURCH

General manager & executive VP Europe, Optiv

Tell us something most people won't know about you Something that might seem surprising to those who know me professionally is that I'm actually a very private person.

What has been your highlight of 2018 so far? Joining Optiv and being given the opportunity to build a business from scratch without being encumbered by legacy.

Who would play you in the film of your life? Charlton Heston, as we both have a passion for chariot racing.

Which tech firm (other than your own!) do you most admire? I struggle to admire anybody, but I do like the absolute no-boundaries approach of Space X.

What is your guiltiest pleasure? Not having one!

What is the most irritating tech buzzphrase of 2018? It's not necessarily of 2018, but I can't stand 'next-gen'. Everything is next gen – I even heard Lance Armstrong talk about

A-LIST 2019

next-gen coffee recently. As an industry, we have created too many buzzphrases; let's just call it what it is and make sure it works.

What would be your first act if you were made Prime Minister?

I'd do a complete review on social media, looking at the benefits and dangers of non-regulation and then act upon these findings. It's evident that social media has had a massive impact on society, especially on the youngsters who have grown up with it. We need to ensure that it has been developed and continues to develop in a way that does more good, benefiting individuals and society as a whole.

What's the biggest untapped opportunity facing the channel?

Everybody seems to be doing and saying the same thing, which gives Optiv a great opportunity to stand out from the crowd.

What is your most treasured possession? Not telling you, so it's not a target!

What do your family think you do all day? With all the madness that comes with doing what I do, they think I'm running a circus.

Who has been your mentor in business? There's been many – most of whom didn't even know they were, but special thanks to Mark Sherratt, Robin Dahlberg, Steve Odom and Mark McLaughlin.

EDEL CREELY

Group managing director, Triloby Technologies

Tell us something most people won't know about you After school, I considered studying music but chose engineering instead. I continued my classical training in violin and today I play regularly with the Hibernian Orchestra in Dublin.

What has been your highlight of 2018 so far? Two highlights: one has been the acquisition of Zinopy Security in the last month, doubling our



PAUL CABBAGE

Managing director, Target Components

Tell us something most people won't know about you I was a caul baby. It's rare and considered lucky.

Famous people born with the caul include Napoleon, Charlemagne, Sigmund Freud... and George Formby.

What has been your highlight of 2018 so far? It has to be our Open Day, which doubled up as our 20th birthday celebration.

Amazing day and night and we were very lucky to get to share it with so many of our customers and vendors.

Who would play you in the film of your life? I don't think we'll ever have to worry about that.

Which tech firm (other than your own!) do you most admire?

I wouldn't say admire, but the growth of some of today's giant tech firms is intriguing. Take Amazon; its basic model was to undercut the market to drive out competition, then use dominance to dictate pricing. Years on, it's still following the first part but still not able to drive prices up. But along the way it has morphed into so many things it would never have imagined at the start.

What is your guiltiest pleasure? I am genuinely struggling to think of one (honest – I even asked my wife).

business. Second is completing my term as president of Ibex, an amazing year representing the voice of Irish business at home and internationally.

Who would play you in the film of your life? Meryl Streep.

Which tech firm (other than your own!) do you most admire? Zinopy Security, which is why I acquired it.

What is your guiltiest pleasure? Ferrero Rocher.

What is the most irritating tech buzzphrase of 2018? 'Digital detox'.

What would be your first act if you were made Prime Minister? First let's see what type of Brexit we have.

What's the biggest untapped opportunity facing the channel? Consolidation – there's still too much fragmentation in the market.

What is your most treasured possession? My violin.

What do your family think you do all day? Go to meetings.

Who has been your mentor in business? Previous bosses in my earlier career: Frank Cole, David Laird and more recently our chairman Arthur Griffin.



OUR 2019 EVENTS CALENDAR

CRN UK produce a number of industry leading channel events, hosting over 5,000 attendees a year and creating the perfect platform for reaching senior channel figures. Our flagship awards night, the Channel Awards has been running in the UK for over 25 years and is the largest gathering of senior channel executives in the world.

CRN
ON

March 2019
events.channelweb.co.uk/crnon

CRN
ON

May 2019
events.channelweb.co.uk/crnon

CRN
FIGHT
NIGHT

23 May 2019
crnfightnight.com

CRN
CHANNEL
CONFERENCE
MSP NORTH

26 June 2019
events.channelweb.co.uk/msp

CRN
SALES
& MARKETING
AWARDS 2019

4 July 2019
events.channelweb.co.uk/sma

CRN
EUROPEAN
CHANNEL
LEADERSHIP
FORUM

4-5 September 2019
events.channelweb.co.uk/europeanforum

CRN
ON

September 2019
events.channelweb.co.uk/crnon

CRN
CHANNEL
CONFERENCE
MSP

3 October 2019
events.channelweb.co.uk/msp

CRN
WOMEN
IN CHANNEL

17 October 2019
events.channelweb.co.uk/womeninchannel

CRN
ON

November 2019
events.channelweb.co.uk/crnon

CRN
CHANNEL
AWARDS
2019

14 November 2019
events.channelweb.co.uk/awards

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WHICH TECH FIRM IS MOST ADMIRED?



Best of the rest

Accenture, Air IT, Also, ANS, ARM, Boston Dynamics, Bytes, DarkTrace, Deliveroo, Exertis, Facebook, Garmin, GE, HPE Aruba, Hyperloop One, iDEA, Improbable, Intel, Kobalt Music, LinkedIn, Managed 24/7, Mirus IT, Monzo, Oxford Foundry, PWC, QURED, SCC, Siemens, Sonos, Square, Sun Microsystems, Tandberg, Tech Data, The Boring Company, Twitter, Virgin Galactic, Vital York, Zinopy Security, Zuora

What is the most irritating tech buzzphrase of 2018? 'Internet of things'. And maybe not a buzzphrase, but the over-use of 'gaming' when describing products that clearly aren't.

What would be your first act if you were made Prime Minister?

We did some research a few years ago that showed independent retailers employ 13 times the number of staff per £1m sales than online retailers. The recent carnage on the high street highlights the choice – allow the downward spiral to continue or do something to level the playing field and protect bricks and mortar retail.

I'd introduce an online sales tax at source – think of it like an additional VAT rate – to help level the field on pricing, and use the revenue to support physical stores (particularly indies where the economic benefit is greatest). Online will still thrive, but will do so on its intrinsic values – for example, convenience – rather than through overhead/price advantage.

What's the biggest untapped

opportunity facing the channel?

Would anyone genuinely answer this question? By no means untapped, but as a channel we're still struggling to promote the real-life benefits of smart home (as opposed to the quirky things it can do that have no real value). But I think (hope) we're slowly improving.

What is your most treasured possession? I'm not sure I've any genuinely 'treasured' possessions, but if I had to pick something it would be a signed photo of Nat Lofthouse's opening goal in the 1958 Cup Final (it's the only picture hanging in our living room).

What do your family think you do all day? I work with my wife, so she should have a pretty good idea.

Who has been your mentor in business? For the most part we've worked it out as we've gone along and learnt from our own mistakes and successes, so no one person in particular. But if you're open to it, you can pretty much learn something from everyone. So in a roundabout way, nobody and everybody!

D



MIKE DANSON
CEO, Natilik

Tell us something most people won't know about you I was invited to attend the Royal School of Music when I was 12.

What has been your highlight of 2018 so far? As a business, completing our 10th successive year of growth. And

personally, finally finishing a long house renovation project.

Who would play you in the film of your life? My long-lost cousin Ted Danson.

Which tech firm (other than your own!) do you most admire? What Space X are doing is pretty cool and my kids are fascinated by 'reusable rockets'.

What is your guiltiest pleasure? A full-English breakfast.

What is the most irritating tech buzzphrase of 2018? 'AI'. Everything now seems to have some form of artificial intelligence.

What would be your first act if you were made Prime Minister?

To sort out Brexit.

What's the biggest untapped opportunity facing the channel?

Helping clients adopt all the technology they continue to buy.

What is your most treasured possession? My foam roller. I'm training for a half-marathon at the moment and I wouldn't be able to walk after some of the long runs without a post-run roll.

What do your family think you do all day? My 11 and 9-year-old daughters' response was: "Boring phone calls, emails, video calls and meetings (where you talk nonsense)." Charming! It's hard to compete with a wife who is a doctor who "makes people better"!

Who has been your mentor in business? I've taken advice from a huge number of people over the years and continue to seek feedback wherever I can get it.

ALISHA DATTANI
CEO & founder, FMXA

Tell us something most people won't know about you I'm a dreadful singer. I mean, really terrible. At school we had a choir, which was supposed to be open to all, regardless of ability. However, I was so bad that my teacher took me aside and asked me to pretend to sing so that I didn't drown



out the rest of the choir. I was mortified but heartened by the fact that I could leave the choir and pursue my other latent passion: drama. That wasn't to work out either, however: I turned up to the first drama class only to be told that the class would have a special focus that year: musicals. I was fated never to make it as a music or film industry A-Lister – so thank heavens the channel has its own *A-List*.

What has been your highlight of 2018 so far? That's easy: making the shortlist for the CRN Women in Channel Awards in the Entrepreneur of the Year category. On a personal level, it's great to receive recognition in this way. Setting up a company is one of the most rewarding things I've done in my life and I can't recommend the experience enough to anyone who's up for taking risks and thrives in a dynamic work environment. The awards themselves also chime with another of my passions: helping to attract a greater number of women into the IT channel. My goal is to become a role model for women contemplating a move into the industry – proof that it can be done with hard work and dedication.

Who would play you in the film of your life? Good question. I think

the Bollywood actor Kajol is probably the best fit. After my failure in the school choir dancing became my 'thing' – especially Bollywood dancing as there's no singing required! There are a loads of great Bollywood actors but they're often 'girly-girls'. Kajol's different: she's independent and unafraid of challenging social norms. I loved her in *Kuch Kuch Hota Hai*; the way she wore jeans and sneakers and challenged the boys in her school at basketball – she smashed the Bollywood mould. She's also really funny, which I appreciate. Having a bit of a laugh during the day is hugely important to me, and I think Kajol would be able to capture that side of me well.

Which tech firm (other than your own!) do you most admire?

Facebook. On the business side of things, I'm in awe of how Facebook has helped rewrite the rules of marketing. We now use Facebook as an integral component of many of the campaigns we run here at FMXA, and we've delivered some strong results for clients using the platform. Along with the other social media giants, Facebook has completely transformed the marketing industry and that's an impressive feat.

From a personal perspective, Facebook is essential for how I communicate with my family. I'm from a huge family – there are 500 of us spread across the US, Africa, Dubai, Singapore and the UK – and it's not possible to stay in contact with everyone using traditional methods. Facebook has allowed us to all keep track of what the others are doing so that when we do all meet up we can pick up from where we left off.

What is your guiltiest pleasure? Cheese, particularly Epoisses, accompanied with a bold and deep Chateaufort-du-Pape.

What is the most irritating tech buzzphrase of 2018? OK, it's been around for longer than this year, but it's getting used so frequently now it's lost all meaning: 'disruption'. Maybe 10 years ago we were seeing true

disruption, but today the term's little more than a marketing buzzword. Every tech company says they're launching a disruptive new product, or disrupting whatever industry they're in. If everyone's disrupting, then by definition what they're doing isn't disruptive! I think tech businesses need to be clearer about their propositions and take the time to outline their differentiators, rather than trying to dazzle them with the 'disruptive' tag.

What would be your first act if you were made Prime Minister?

At the risk of stirring up a hornets' nest, I would have to say that I would look into reversing Brexit. This isn't for any ideological motive, and I'm sure there are many reasons for why leaving is a good idea, but when it comes to the tech channel it raises some real concerns. Most of our vendors are based in the US or Israel and they've traditionally seen the UK as their sales gateway into Europe. Brexit endangers this enviable position. What's more, the prospect of Brexit has already badly damaged the pound, which increases the cost of buying tech from abroad. If the pound continues to fall post-Brexit then firms might reconsider where they place their IT purchasing teams, an eventuality that could badly damage the UK IT channel. At FMXA we're doing what we can to mitigate against this: we're positioned as a truly European business (which we are) and we're invested in getting a strong foothold on the continent.

What's the biggest untapped opportunity facing the channel?

I think the B2C cybersecurity market is hugely under-exploited. More connected devices than ever are entering our homes – from smart speakers to Wi-Fi cameras to connected toys. As this trend accelerates, people are going to become increasingly concerned about securing these devices to protect their families and their personal data – not to mention their professional data as people work from home more and more. Indeed, FMXA is launching a B2C cybersecurity

division to help firms position their products for this important market – we've already carried out some successful campaigns in this space and we're actively looking to persuade some of our core clients about the scale of the opportunity at hand.

What is your most treasured possession?

My running medals. Over the past six years I've become a passionate runner and I've kept the commemorative medals I've been presented at the end of each event: from my first ever 5K all the way up to the London Marathon. I keep them all in a shoe box and go through them as I plan my races for the year ahead. They serve as a reminder that through hard work and commitment I was able to start from nothing and work up to completing one of the world's biggest running challenges.

What does your family think you do all day?

I asked my youngest daughter about this the other day and she said: "You wear high heels, see the London Eye and play on your computer." My eldest daughter thinks I sit in meetings all day (true) and tell people off (not true... most of the time). As far as my husband's concerned – I don't think he knows what I do.

Who has been your mentor in business?

I've had lots of good bosses in my time, each one of which has contributed to my management style and how I run FMXA, but there's no one I'd consider a true mentor. But playing make-believe for a moment: if there's anyone I'd have loved to have been my mentor it's Sheryl Sandberg. I'm hugely inspired both by her journey to her place on the Facebook board and her ability to balance her family life with her career. Her example has in part inspired me to write a book on how to be a successful female entrepreneur and how to blend family and work lives for maximum productivity. My dream is to finish the book and get it published on International Women's Day – so watch this space.



ADAM DAVISON
*Sales & marketing director,
Cloud Distribution*

Tell us something most people won't know about you

I'm teetotal... OK, OK, I lied!

What has been your highlight of 2018 so far?

We've been fortunate to have had lots of highlights this year including breaking the £20m barrier, but I'm particularly proud of the recognition we've received from our vendor partners – EMEA Distributor of the Year from Blackberry and Best Cloud Distributor from Acronis.

Who would play you in the film of your life?

Probably Tom Hardy.

Which tech firm (other than your own!) do you most admire?

Apple. Steve Jobs created a technology company that created cool things – but with the absolute best user experience. He totally understood the balance between value, design and technology.

What is your guiltiest pleasure?

Listening to *Video Killed The Radio Star* on full volume in the car.

What is the most irritating tech buzzphrase of 2018?

'Artificial intelligence', simply because it's over-used and misunderstood. I'm seeing some truly disruptive AI technology companies – particularly in cyber-

security – that have the potential to create significant opportunities for the channel. Unfortunately, these disruptors are being over-shadowed by vendors that have jumped on the buzzword bandwagon, bolting on the AI phrase to their messaging without really having a solution behind it.

What would be your first act if you were made Prime Minister?

I'd introduce a four-day working week. There are many studies that show a four-day working week improves employees' life satisfaction and mental health massively, without a loss in productivity.

What's the biggest untapped opportunity facing the channel?

The move to managed security services, for sure.

What is your most treasured possession? My dog (but don't tell my wife).

What do your family think you do all day? Drink coffee and go out to lunch. They don't think I work, that's for sure.

Who has been your mentor in business? He wasn't a personal mentor but someone I really admired was Steve Jobs.



ANGELO DI VENTURA
Chief sales & marketing officer,
MTI

Tell us something most people won't know about you I'm terrified of heights.

What has been your highlight of

2018 so far? Professionally, the hard work, commitment and sheer bloody mindedness from the great people in our business being reward by being shortlisted for Security VAR of the Year. Personally, beating Spurs!

Who would play you in the film of your life? The only cool bald bloke I can think of is Bruce Willis, although the jumping off tall buildings wouldn't work (see answer 1).

Which tech firm (other than your own!) do you most admire? It has to be Softcat, for keeping it simple in a world where we all try and over-complicate or over-think things and for sticking to its core principles – always.

What is your guiltiest pleasure? Eating an entire tub of Haagen Dazs – Pralines & Cream.

What is the most irritating tech buzzphrase of 2018? 'Automation'. If you believe what you read the whole IT industry has been replaced with robots. Did anyone mention a skills shortage in our industry?

What would be your first act if you were made Prime Minister?

Undo Brexit. Can you imagine how great this country would be if we had focused all that energy over the last two years on fixing domestic issues?

What's the biggest untapped opportunity facing the channel? It has to be the management and security of personal data.

What is your most treasured possession? My wedding ring.

What do your family think you do all day? Fix computers.

Who has been your mentor in business? Three very different people have shaped my career: Geoff Wellen at Microwarehouse, Stuart Fenton at Insight and Scott Haddow now.

SCOTT DODDS
CEO, Ultima Business Solutions

Tell us something most people won't know about you I can juggle – useful in this industry.



What has been your highlight of 2018 so far? My son's engagement to his long-term girlfriend.

Who would play you in the film of your life? Matt Damon.

Which tech firm (other than your own!) do you most admire? Microsoft – it funds Bill Gates's global philanthropy.

What is your guiltiest pleasure? Wine.

What is the most irritating tech buzzphrase of 2018? 'Ideation'.

What would be your first act if you were made Prime Minister? Broadband access free to all.

What's the biggest untapped opportunity facing the channel? Impact of AI technologies.

What is your most treasured possession? My dog.

What do your family think you do all day? Talk about robots.

Who has been your mentor in business? Not who, but what: common sense.



CHRIS DUNNING

CEO & founder, TechQuarters

Tell us something most people won't know about you This year

I came third in the London Triathlon Super Sprint and hope to do the same at the Barcelona Tri in October.

What has been your highlight of 2018 so far? Winning the CRN Award for Cloud Service Provider of the Year in November 2017.

Who would play you in the film of your life? Tom Hanks from *Apollo 13*.

Which tech firm (other than your own!) do you most admire?

Garmin. I have one of their watches and am loving the new analytics.

What is your guiltiest pleasure? Magnums x 3.

What is the most irritating tech buzzphrase of 2018? 'Future-proof' as, let's face it, in the tech industry we all want the latest gadget as soon as it comes out, not something that will last forever.

What would be your first act if you were made Prime Minister?

Spend more money on healthcare and probably allow certain states in Europe to work here on extended visas if they have the skills. Then if they are here for five years or more and working they get citizenship if they want it.

What's the biggest untapped

opportunity facing the channel?

Getting SIs to join forces with AI ISVs.

What is your most treasured possession? My terrace that's filled with plants and two massive olive trees that are now baring fruit.

What do your family think you do all day? I think just run an IT business, work hard, talk a lot and train hard.

Who has been your mentor in business? I've always looked up to Richard Branson as I like his idea of 'screw it, let's do it'.

E



HANSPETER EISELT

CMO, Nuvias

Tell us something most people won't know about you I am crazy about yachting and I love the America's Cup.

What has been your highlight of 2018 so far? Returning to bike riding in Wiltshire after having spent the last 12 months in Boston.

Who would play you in the film of your life? Pierce Brosnan, with all his James Bond gadgets.

Which tech firm (other than your own!) do you most admire? Apple for game-changing the IT industry (from close-to-bust to \$1tn company).

What is your guiltiest pleasure?

Exploring new countries or even continents on my motorbike.

What is the most irritating tech buzzphrase of 2018? 'Superfast fibre internet on BT's copper network'.

What would be your first act if you were made Prime Minister?

Fast-track infrastructure projects in the UK, like France and Spain now have.

What's the biggest untapped opportunity facing the channel?

Adopting the cloud economy.

What is your most treasured possession? My BMW 1200GS bike.

What do your family think you do all day? Dreaming up new cloudy ideas called marketing.

Who has been your mentor in business? My other half.



PAUL EMERY

Vice president of cloud solutions & services, ScanSource

Tell us something most people won't know about you My first job was working for Boots (The Chemist) in the photography department. Processing and developing the general public's 35mm film meant I got to see some rather interesting photos!

What has been your highlight of 2018 so far? It has to be the ScanSource event at Goodwood Festival of Speed. Flying into Goodwood in

a helicopter with our partners and spending the weekend there was certainly special.

Who would play you in the film of your life? Henry Cavill.

Which tech firm (other than your own!) do you most admire? For me it has to be Apple. I am a big Apple fan and pretty much have all of its technology gadgets; its innovation is something I really admire.

What is your guiltiest pleasure?

This one ties in with who would play me in the film of my life. My guiltiest pleasure is going to the cinema with a mate to watch the latest Marvel or DC Comics film.

What is the most irritating tech buzzphrase of 2018? There are several. 'DX', 'artificial intelligence'... but I would probably say 'blockchain' wins that one.

What would be your first act if you were made Prime Minister?

I'd start by working on the current Brexit climate – not an easy job I'm sure.

What's the biggest untapped opportunity facing the channel?

One of the biggest opportunities is solution selling. It is becoming a lot easier for partners to sell an entire solution to an end user – for instance UCaaS, CCaaS, CRM, DC, Connectivity, IT and AV – without having to be a specialist, especially if it's sold through an agency model and all delivered via the cloud.

What is your most treasured possession? I love cars and I've just bought a Porsche Macan S, so I would have to say that.

What do your family think you do all day? When I asked my wife that question, she responded: "You help your company sell cloud things." I think that is close enough!

Who has been your mentor in business? I've been pretty lucky in business to have lots of different mentors over the years, ranging from both executives in the US to peers in the UK.

F



STUART FENTON
CEO, QuantiQ

Tell us something most people won't know about you I played the Hammond Organ (badly) in a jazz band for a few years. I stopped playing when I heard a recording of how bad I was. I still play, but only to myself and I never record.

What has been your highlight of 2018 so far? It will always be our most recent win, which changes regularly.

Who would play you in the film of your life? It needs to be someone overweight, scruffy and outspoken – perhaps Jack Black.

Which tech firm (other than your own!) do you most admire?

Microsoft is the easy answer because of its relentless pace and hunger. Microsoft has moved from being the Windows and Office company to a cloud leader. But not infra-cloud like Amazon – Microsoft remains an applications business – but Azure applications, Dynamics applications, Office (new) applications.

What is your guiltiest pleasure? Listening to jazz music at home when the family are all out. Such a rarity.

What is the most irritating tech buzzphrase of 2018? 'Digital

transformation' is the first of irritants.

However, I get most irritated by LinkedIn requests from people with stupid titles such as 'growth hackers' who appear to have grown nothing; 'Thought leaders' who think little; 'International public speakers' who don't speak; and 'Disrupters' whose only disruption is the failure in the CV.

What would be your first act if you were made Prime Minister?

Day 1: sort Brexit out using business leaders. Day 2: sack most of the cabinet. Day 3: terminate the House of Lords. Day 4: fly Boris to Antarctica on a one-way ticket. Day 5: fix the tax system.

What's the biggest untapped opportunity facing the channel?

Partner co-selling for end-to-end solutions. I suspect that partners that do not co-sell well will be left behind over the coming years. Clients want to buy connected solutions, so partners cannot continue to sell in a disconnected fashion.

What is your most treasured possession? I tend not to value 'things'. I don't have expensive houses, watches, suits or cars. I see these things as superficial and wasteful. I feel that the pursuit of things is fuelling discontent in life. I value time. Time with my family, time in business, time to think, time to listen, time to read.

What do your family think you do all day? Eat.

Who has been your mentor in business? I get a lot of traditional mentoring from books. Various people have provided me with great advice on my journey. Adam Shaffer of Micro Warehouse for direct marketing. Tim Crown, founder of Insight for thoughtful business analysis and care for people. Jim Martin of Sayers.com for money management. Martin Wolf of Martin Wolf Associates for M&A. You get something from everyone, particularly those who have worked for me including Gary Butters on enterprise sales, Tony Brooker on mid-market sales, Candice Arnold on social media and Russell Leighton on big business finance.



STEWART FILLER

Director of partner management, Computacenter (UK)

Tell us something most people won't know about you I'm actually only 39 despite the wrinkles.

What has been your highlight of 2018 so far? There are so many to choose from. However, as a manager of a large team, I get great satisfaction seeing them develop and thrive in their careers. I get extremely proud when they are nominated for industry awards.

Who would play you in the film of your life? Leonardo DiCaprio.

Which tech firm (other than your own!) do you most admire? HPI. Having worked with the company for many years, its ability to re-invent itself, drive profitability but still maintain channel integrity, is credible in the competitive environment we all work in.

What is your guiltiest pleasure? I wouldn't say they are guilty pleasures as I don't feel an ounce of guilt but have been known to help my team celebrate success into the early hours.

What is the most irritating tech buzzphrase of 2018? 'Leaning in', 'reaching out', 'headwinds'.

What would be your first act if you were made Prime Minister? Resign and ask for my old job back as this one is much more rewarding and certainly much more fun.

What's the biggest untapped opportunity facing the channel?

Leveraging the younger generation. Live streaming: increasing brand awareness, engaging customers and building strong loyalty.

What is your most treasured possession? My memories and experiences. I've been privileged to have had some special family times as well as some great experiences in the corporate environment.

What do your family think you do all day? Shuffle paperclips and then purchase a few things. And the occasional 'networking social'.

Who has been your mentor in business? Having been at Computacenter for 18 years, having a stable leadership team has been very beneficial. I've also been very lucky over the years to have had some of the best managers in the industry (you know who are so no names required).



IAN FISHWICK

CEO, AdePT Technology Group

Tell us something most people won't know about you As a teenager I was a drummer in a rock band.

What has been your highlight of 2018 so far? Buying Shift F7.

Who would play you in the film of your life? Tom Cruise – he is the right height and a lot better looking.

Which tech firm (other than your own!) do you most admire? Netflix – as an ex-cable TV MD I know how hard it is to get a big audience share in TV and Netflix has made it look easy.

What is your guiltiest pleasure? Chocolate.

What is the most irritating tech buzzphrase of 2018? 'Cloud'.

What would be your first act if you were made Prime Minister? I'd change the electoral boundaries so that every vote counted the same.

What's the biggest untapped opportunity facing the channel? The move to a whole new range of recurring revenue services. There are still too many companies reliant on box shifting.

What is your most treasured possession? My rescue doggie, Coco.

What do your family think you do all day? Talk a lot.

Who has been your mentor in business? Roger Wilson, our chairman, has been my mentor for nearly 25 years. Everyone needs someone to bounce ideas off.

CLIFF FOX

Group chief operating officer, Pure Technology Group

Tell us something most people won't know about you I once took three penalties at Peter Shilton (Google him if you're under 30). I scored two out of three and then asked him why he didn't save one in 1990 against Germany. He was OK with it – nice bloke.

What has been your highlight of 2018 so far? Work, record growth for the group, reflecting huge effort and great teamwork. Home, taking my son to Paris for the weekend and seeing PSG win the league – a bit different to watching Bolton Wanderers, although their miraculous escape from relegation



at the end of last season was a highlight in itself.

Who would play you in the film of your life? Are you serious? Is this question designed for narcissists? OK, if I have to pick – Andy Serkis, with loads of CGI.

Which tech firm (other than your own!) do you most admire? I guess it still has to be Apple – its focus on quality and attention to detail keeps it as the world's most valuable tech stock, still. Tesla has many similar attributes, great vision.

What is your guiltiest pleasure? Kraken Rum with Jamaican Ginger Beer and lime. That's all I'm admitting to.

What is the most irritating tech buzzphrase of 2018? 'Reach out', 'granular', 'GDPR' (still echoing), 'leverage', 'disrupt', 'ecosystem' – take your pick. Is it irritating or just funny?

What would be your first act if you were made Prime Minister? Reverse Brexit under an Executive Order (we have those don't we?).

What's the biggest untapped opportunity facing the channel? Innovation – developing services in IoT and VR, for example, will deliver the next cloud-like opportunities in the future. Better lead than follow?

What is your most treasured possession? The watch my father bought me.

What do your family think you do all day? "Am I bovvered?" came the reply.

Who has been your mentor in business? There's no one person. I've been lucky to work with some talented, dedicated and unusual people – I've learnt from many and thank them all.



MATT FRANKLIN
CEO, Roc Technologies

Tell us something most people won't know about you In 1984 I won the Young Farmer's Tractor Driver of the Year – my father was a farmer.

What has been your highlight of 2018 so far? 2018 has been an amazing year so far with many highlights. One that particularly stands out is winning our largest managed serviced contact, a £15m five-year contract to transform and manage IT services by Dounreay Site Restoration as it strives to decommission its nuclear site safely.

Who would play you in the film of your life? Ray Winstone from the film *Sexy Beast*.

Which tech firm (other than your own!) do you most admire?

That's a hard one; there's so many great companies out there. I'd have to say Google for its innovative culture and its ability to adapt in this ever-changing environment.

What is your guiltiest pleasure?

Yoga. I've found it to be a great way to start the morning or unwind after a busy day.

What is the most irritating tech buzzphrase of 2018? 'Artificial intelligence'. I find people mention it a lot, but it's often misinterpreted.

What would be your first act if you were made Prime Minister?

I'd introduce compulsory military service for young people. I think the armed forces provide people with fantastic life skills that can be integrated into any future roles and it'd be a great way to increase the appreciation of our service people.

What's the biggest untapped opportunity facing the channel?

Automation. I believe by adopting automation you can solve a multitude of business issues from driving out inefficiently to reducing costs and improving services.

What is your most treasured possession? My 1976 Raleigh

Chopper! I have it as a decorative item in my living room; although my children seem to have other ideas as to what 'decorative' means. I'm always having to tell them to step away.

What do your family think you do all day? I think they believe I spend the day at lunches, dinners and mostly talking complete nonsense.

They often say, "You're in IT, can you fix my PC?"

Who has been your mentor in business? My parents. They instilled in me the importance of hard work and commitment from a very early age by getting me up at 6am to help milk the cows. Living on a farm, there were always jobs that needed doing and this could be any time of the day or night.



HELEN FREESTONE

Director of partnerships & alliances, Vodafone

Tell us something most people

won't know about you I went to the same school (and was in the same class) as Zoe Ball.

What has been your highlight of 2018 so far? I was lucky enough to attend the London Business School for a week as part of the Vodafone Leadership Talent Programme. We heard from some amazing speakers, professors and academics about our potential futures and how to lead in that context. It changed my perspective in terms of where we are now, what is coming and how we need to be thinking differently.

Who would play you in the film of your life? Jodie Foster (she is awesome).

Which tech firm (other than your own!) do you most admire? Boston Dynamics. Now owned by Google, founded in the 1990s out of MIT, it is making the Sci-Fi of my childhood a reality. If you have a look at some of the YouTube videos of what these robots can now do, and combine that with emerging AI, the potential is mind-blowing. I can't watch one of their videos without getting super-excited about what the future holds for us.

What is your guiltiest pleasure?

5am, green tea, porridge and half an hour of reading the *Telegraph* before I start my work day. Real me time.

What is the most irritating tech buzzphrase of 2018?

For me it's about people using the word 'digital' out of context. Being digital is something we all must embrace and it's not the future, it is here and if you haven't already done it you are being left behind. That's why businesses need to put the effort into becoming digital and not just prefix established systems as such. Only when we fully embrace the needs of our customers and address them through simplification, integration, automation can we truly say we're digital.

What would be your first act if you were made Prime Minister?

Everyone has to be a little bit kinder to each other.

What's the biggest untapped opportunity facing the channel?

We have yet to see the full power of AI and automation. It is going to fundamentally change the way we work, think, interact and possibly our entire social fabric. It has amazing power for good and untapped potential. If we as an industry get ahead of the thinking and embrace it, we can create a different type of future for our companies,

employees and customers.

What is your most treasured possession?

My cat (although she would not see herself as being 'owned' by me or anyone). She has been with me for 17 years, seen me through the good times and bad. She has seen my triumphs and failures yet has loved consistently through them all.

What do your family think you do all day?

Drink coffee, chat, play golf, go to lunches, dinners and award ceremonies.

Who has been your mentor in business?

My partner. He is FD in a major corporate and very good at bringing me down to earth, frequently with coaching such as "Well you are the leader, go sort it!"

G



YOLANTA GILL

CEO, European Electronics

Tell us something most people won't know about you I was once arrested. I'll tell you more next year!

What has been your highlight of 2018 so far? Achieving 100 per cent

growth in consultancy business into the public sector.

Who would play you in the film of your life? Jodie Comer.

Which tech firm (other than your own!) do you most admire? HPE

Aruba – from a very selfish point of view as this is the biggest growth area within our business. Since the HPE acquisition of Aruba they have gone from strength to strength taking the market share from other vendors. For the past few years HPE Aruba has been along with Cisco, according to Gartner, leading the way in wired and wireless LAN access infrastructure.

What is your guiltiest pleasure?

A daily Ferrero Rocher.

What is the most irritating tech buzzphrase of 2018? 'Digital transformation.'

What would be your first act if you were made Prime Minister?

To hold another Brexit referendum.

What's the biggest untapped opportunity facing the channel?

Helping to reduce IT operation complexity. Gartner predicted that infrastructure operations skills gaps will mean 75 per cent of organisations will experience visible business disruptions by 2020. In order to combat this, organisations will need to transform roles and technology to promote versatility in IT operations' teams. We believe the right technology can make a difference and see opportunity in helping organisations to make complex, simple.

What is your most treasured possession? As I can't count my family members as possessions, it would have to be my black Labrador, Peggy.

What do your family think you do all day? They think I have a great life – going to meetings, chatting and drinking coffee, along with exciting business trips!

Who has been your mentor in business? I haven't had a mentor as such, but I certainly admire and have learnt a great deal from attending meetings and events involving Meg Whitman.



FIONA GRAHAM

Group marketing director, Exertis

Tell us something most people

won't know about you I can

plumb in a bathroom or fit a kitchen.

You can contact me directly if you would like a quote.

What has been your highlight of

2018 so far? Our Plug In To Exertis event: 1,100 overall attendees, 690 resellers and 116 vendors attending. A great channel initiative.

Who would play you in the film of your life? Ingrid Bergman: an icon

from that golden era of Hollywood. I grew up watching her films and was always mesmerised by her.

Which tech firm (other than your own!) do you most admire? It

might be controversial, but I admire Amazon. It really feels like we are in the age of Amazon. It has grown super big, super-fast. The innovation in its business model and how it evolves is something to be admired, and maybe feared a little bit as there is no safe ground in its bid for world domination! It seems to be at

the front of what consumers want and how they want it. That said, more work is required to be more ethical – I mean, 'Amazon controversies' even has its own Wikipedia page!

What is your guiltiest pleasure?

Love Island. I don't think I need to add anything else.

What is the most irritating tech buzzphrase of 2018? '...aaS' with

a special irritation around 'value-added services', when so many fail to understand the value of the value bit.

What would be your first act if you were made Prime Minister?

Cancel Brexit. Or at least call another referendum so people can cast their vote based on an understanding of what the terms actually mean.

What's the biggest untapped opportunity facing the channel?

I should probably say blockchain or something like that but actually, I think it's people and specifically women. It's not unique to IT but I think businesses in general need to rethink working practices and take a more agile approach to the way we work and where we work, to enable women to balance a desire to return to work in a flexible capacity and for that to be OK. Part-time is spoken of like a disability.

What is your most treasured

possession? Sadly, predictable but I have the most beautiful pair of blue velvet vintage YSL shoes. I would go to bed in them if I could.

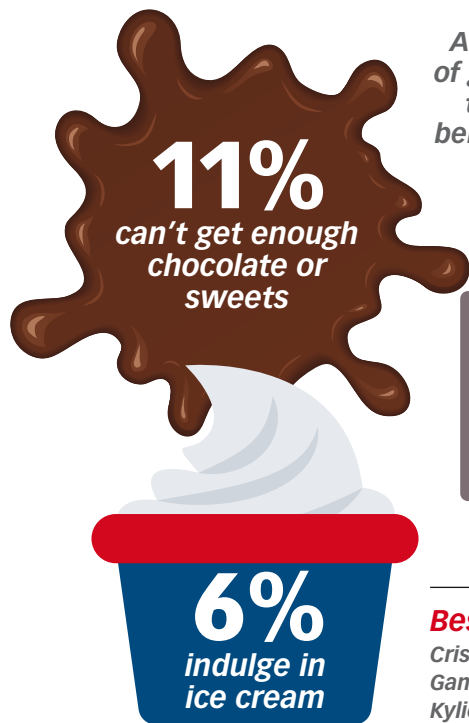
What do your family think you do all day? I don't know so I asked

my nephews – they said they weren't sure but they thought I was something important, and that I worked hard but they worried I didn't get paid enough like most women – they are probably right on two out of the three!

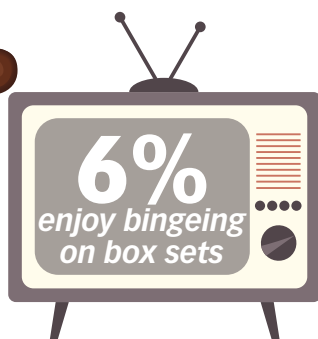
Who has been your mentor in

business? Nigel Judd has probably been one of the most impactful mentors. I worked for him at the start of my career in IT and learnt so much in those early years, and he continues to support me to this day through his good counsel.

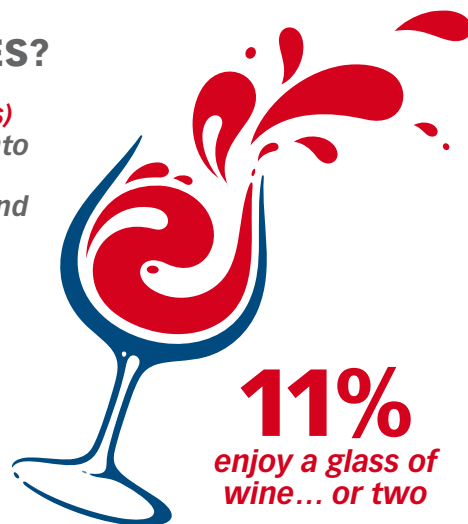
GUILTY PLEASURES, OR JUST PLEASURES?



A wide variety (52, no less) of guilty pleasures crept onto the list, but our A-Listers being who they are, **food** and **drink** led the way.



Best of the rest
Crisps, Golf, Love Island, Gaming, ABBA, Handbags, Kylie, Lego Technics, Man Utd



LORRAINE GRAY

Director, Pursuit Marketing

Tell us something most people won't know about you I acquired Jon Bon Jovi's left shoe, when it fell in to the crowd during an acoustic set at his concert in Glasgow in 1996.

What has been your highlight of 2018 so far? Escaping the Scottish climate to open our office in Malaga.

Who would play you in the film of your life? Melissa McCarthy.

Which tech firm (other than your own!) do you most admire?

Google – I'm always excited to follow its journey, and continued technology innovation. We are also very similar culturally (albeit, with Pursuit on a much smaller scale!)

What is your guiltiest pleasure?

Peter Andre – need I say more?

What is the most irritating tech buzzphrase of 2018? 'Chatbots'

– this continues to be introduced as 'new technology'; however Microsoft's animated paperclip helper was introduced in 1999. While the latest developments are more intuitive and impressive, I'd be disappointed if the technology hadn't progressed in the last 20 years.

What would be your first act if you were made Prime Minister?

More effective use of government-funded nursery and childcare services. Currently, all three- to four-year-olds are entitled to free childcare, irrespective of the parents' employment. I believe this free childcare should only be available to parents in employment. This would ensure parents are encouraged and supported to continue employment by securing childcare with their preferred, local provider, and not be in a position where the cost of childcare impacts their net earnings and financial wellbeing.

What's the biggest untapped opportunity facing the channel?

VR/AR technology. When I attended the Microsoft World Partner Conference in 2016, the thought leadership around HoloLens was one of my key takeaways, and I expected there to be more developments with this technology. There is an opportunity for the channel

to productise VR/AR technology for a diverse range of sectors including education, manufacturing and retail.

What is your most treasured possession? My rings – on the left hand they symbolise my marriage and family, and on the right hand I have a ring that belonged to my sister who passed away suddenly in 2016.

What do your family think you do all day? “Something with computers,” and managing a fast-growing team.

Who has been your mentor in business? I have had the privilege of working with many successful business leaders and it would be hard to pinpoint one individual who has mentored me. However, I believe my work ethic has been fundamental to my career development, and this was derived from my dad. My dad (now retired) has always reinforced the importance of being punctual, reliable and committed... and working hard to achieve what you want in life. I hope I can pass these attributes on to my son.



TIM GRIFFIN
Managing director, DCC Technology & Group MD, Exertis

Tell us something most people won't know about you I was vanished on stage in Vegas by David Copperfield – I can't say anymore! #MagicCircle

What has been your highlight of 2018 so far? Of course, joining DCC but I rather enjoyed seeing my boy play international rugby for Wales U18 too.

Who would play you in the film of your life? Morgan Freeman or possibly Idris Elba – obvs!

Which tech firm (other than your own!) do you most admire?

Dell EMC. Personal knowledge and experience of their journey gives one a unique insight. I am sure if I knew others as well the decision would be harder.

What is your guiltiest pleasure?

It's guilty and staying in my head.

What is the most irritating tech buzzphrase of 2018? Everything 'aaS'.

What would be your first act if you were made Prime Minister?

Move in to No 10! Seriously, I'd focus on STEM education – eliminate university fees, elevate the status of the profession and remove the administrative burden on teachers. Then I'd get after homelessness and women's equality.

What's the biggest untapped opportunity facing the channel?

Tomorrow.

What is your most treasured possession?

My health. One doesn't own families, but they're treasured above all.

What do your family think you do all day? Talk and boss people around.

Who has been your mentor in business?

I have stolen remorselessly from a host of managers, customers and stakeholders and so I have a virtual mentor who is a conglomerate, an avatar... of all those influencers who act as my collective conscience.

RUFUS GRIG
Chief technology & strategy officer, Maintel

Tell us something most people won't know about you In real life, I'm a musician. I got into technology as a struggling muso in the early 1990s to pay the bills. I'm just sticking at it until I get my big break.

What has been your highlight of 2018 so far? A surprisingly enjoyable FIFA World Cup.



Who would play you in the film of your life? Warwick Davies and Danny DeVito can argue over it.

Which tech firm (other than your own!) do you most admire?

ARM. My first proper experience of computing was the BBC Micro, and my first step towards a technology career was networking Acorn machines. How they grew from that to the designer of most of the chips on the planet is a real fairy tale.

What is your guiltiest pleasure?

A season ticket at Southampton FC.

What is the most irritating tech buzzphrase of 2018? There are so many to choose from, but the next person to ask me what opportunities I

see in 'the blockchain' might hear a rude word or two.

What would be your first act if you were made Prime Minister?

Find a way to stop the madness that is Brexit.

What's the biggest untapped opportunity facing the channel?

Well I don't think it's blockchain, that's for sure! I think there's huge opportunity in providing deep integration services. The increasing richness of APIs vendors are offering across the technology world

provide scope for integration services that both differentiate the service provider and add increasing value to the end user.

What is your most treasured possession?

I don't think I'm particularly materialistic (who does?) but it will be one or all of my instruments. Probably my cello.

What do your family think you do all day?

"Swanning around in posh hotels, eating out and travelling to nice places while I'm stuck here taking the #\$\$@&%*! kids to football" sounds familiar.

Who has been your mentor in business?

I've had a few, but I think the most valuable lessons I've learned have come from leading some fantastic teams.



AIDAN GROOM

Managing director, Total Computers

Tell us something most people won't know about you I have four daughters.

What has been your highlight of 2018 so far?

I'm a huge sports fan so witnessing England reach another World Cup semi-final after 28 years was right up there. Also, the summer in general – there was an unbelievable feel good factor.

Who would play you in the film of your life?

I'd like to say a Daniel Craig, Bruce Willis or Jason Statham but realistically it would be more like Victor Meldrew (yes I'm showing my age referencing a 90s sitcom). Among friends I'm known as a bit of a moaner.

Which tech firm (other than your own!) do you most admire?

It's hard not to admire what Softcat has achieved and perhaps most importantly doing so by staying true to its core values.

What is your guiltiest pleasure?

Online shopping – I'll soon be in need of counselling.

What is the most irritating tech buzzphrase of 2018?

'Digital detox'.

What would be your first act if you were made Prime Minister?

To do something revolutionary, like answering a straight question with a straight answer.

What's the biggest untapped opportunity facing the channel?

I'm a huge believer that we're still only scratching the surface of the 'as-a-Service' model. I don't have a crystal ball but over the coming years I can foresee that model beginning to dominate the channel.

What is your most treasured possession?

My family.

What do your family think you do all day?

Act busy.

Who has been your mentor in business?

Over the past 20+ years in the channel I've been very fortunate to work with some incredible people. If I had to name two, in the early years of being an account director at ISC Networks (now part of CDW) it would be James Miller; in more recent years here at Total it would be my head of finance Jeremy Attwood.

MUKESH GUPTA

CEO, e92plus

Tell us something most people won't know about you

I once caused a two-mile tailback after running out of petrol.



What has been your highlight of 2018 so far?

The e92plus SKO in Berlin was a fantastic start to the year.

Who would play you in the film of your life?

Daniel Craig for the action scenes, Sanjeev Bhaskar for the comedy.

Which tech firm (other than your own!) do you most admire?

Amazon, for becoming a \$1bn company by being hugely disruptive but often underestimated.

What is your guiltiest pleasure?

The latest shiny gadget.

What is the most irritating tech buzzphrase of 2018?

'The cloud'.

What would be your first act if you were made Prime Minister?

Cancel Brexit.

What's the biggest untapped opportunity facing the channel?

I'm working on it, but I'm not sharing it.

What is your most treasured possession?

My jewel-encrusted Rolex Submariner, which I've lost...

What do your family think you do all day?

Meetings, talking and having lunch... and going on jollies.

Who has been your mentor in business?

I've learnt from everyone worked with.

H



CLIVE HAILSTONE

Managing director, Comstor UK&I

Tell us something most people won't know about you

The showman in me once took the spotlight in the multi-Oscar winning *Chariots of Fire*. Others may choose to remember that I was simply one among scores or extras. I wonder if David (Puttnam) recalls...

What has been your highlight of 2018 so far? It must be acquiring a weekend bolt-hole in need on renovation in the much-underrated Weymouth. A perfect way to detach yourself from the stresses and strains of the week.

Who would play you in the film of your life? I always thought Hugh Jackman would make a great Clive. However, there's a picture of me in the late 1970s where I bear an uncanny resemblance to Napoleon Dynamite.

Which tech firm (other than your own!) do you most admire? Cisco. An unwavering commitment to the channel and pioneers in technical innovation to make the world a better place.

What is your guiltiest pleasure? Guilt is not something I do. I'm very happy with pure indulgence, albeit

sometimes accompanied with a tinge of regret.

What is the most irritating tech buzzphrase of 2018? 'AI'. It can be irritating beyond comprehension when it gets tacked on to anything to imply vast superiority. All without any explanation of what and why.

What would be your first act if you were made Prime Minister?

I'm a pretty tolerant type, but the one thing that affects us all and gets my goat big time is littering and fly-tipping. Form the National Litter Squad, flog all offenders, compulsory custody and 21st Century stocks. There's simply no need to despoil our precious world.

What's the biggest untapped opportunity facing the channel?

The realisation that sales is not everything. Customer delight is. There are enormous opportunities within the installed base to widen and deepen technology usage that adds real-value and strength to a customer relationship. Customer success is key to become a trusted adviser (there's another irritating phrase!).

What is your most treasured possession? My 1978 Triumph Spitfire. A true classic that reminds you of what motoring pleasure was like in a pre-sanitised age. We've been together through thick and thin since 1989 – 'til death us do part. Worryingly it's probably in better shape than me mechanically.

What do your family think you do all day? The kids used to be of the mindset that I spent the day rooting around for unwanted food and cakes. Guess I used to recap the day's results when I got in. I'd like to think they realise I inspire, coach and mentor – giving context to cakes in the workplace!

Who has been your mentor in business? I've had many people I admire for many reasons in my career to date. At the heart of everything though is my inspirational wife and family. Realising what's important to us all, in all our offices, is very grounding and

fuels the desire to learn, improve and deliver not just for me, but everyone I have a responsibility for.



HELEN HALL

Executive chairman, AVR International

Tell us something most people won't know about you I'm quite an introvert at heart.

What has been your highlight of 2018 so far? My daughter's first birthday in April.

Which tech firm (other than your own!) do you most admire? Tesla.

It's changing the way we drive, enter space and much more. Elon's sheer determination and his ability to make the impossible possible is awe inspiring.

What is your guiltiest pleasure? A jar of Nutella.

What would be your first act if you were made Prime Minister?

Build social housing for all our homeless.

What's the biggest untapped opportunity facing the channel?

Sorry, if I knew that we'd be making the most of it already.

What is your most treasured possession? My mother's bracelet.

What do your family think you do all day? Play with my daughter Isabella, read books and do embroidery.

Who has been your mentor in business? Ian Vickerage, founder of Imago Group. I had the great fortune of meeting him in 2004 and we had 10 happy years working together.



HOWARD HALL
Group managing director, DTP Group

Tell us something most people won't know about you I am a pretty good sports masseuse, specialising in shoulders and backs, and also not a bad reflexologist as well.

What has been your highlight of 2018 so far? Delivering 29% per cent growth in our FY. I'm very proud of the team, and it just goes to show that a solid, well-executed strategy will deliver even in very competitive times.

Who would play you in the film of your life? Probably some Z-list faded celebrity, due to the unattractiveness of the role and the low budget that a straight to YouTube film script could attract.

Which tech firm (other than your own!) do you most admire? HPE

(just ahead of HP Inc), as you have to admire such a ballsy strategy over the last few years – the right one in my opinion – and one that is delivering as well as leading the sector.

What is your guiltiest pleasure?

Sadly I seem to have become a NZ Sauvignon Blancaholic, as you cannot beat a nice chilled glass after a long day at work or play. Funnily, the fridge and wine rack are full of other alcoholic temptations, which are totally ignored, but a good bottle of Sav Blanc will soon be rapidly finished off. Which probably means a party at mine to clear space in the fridge.

What is the most irritating tech buzzphrase of 2018? I am getting too old to care, to be honest.

What would be your first act if you were made Prime Minister?

I would allow university graduates to offset and pay off their course fee debt against future income tax owed in the years following graduation.

What's the biggest untapped opportunity facing the channel?

Learning how to create and sell around real business outcomes driven by technology.

What is your most treasured possession? I am not one for material things, to be honest, but it is nice to keep a relatively full head of hair in a very fast-moving and stressful industry. Long may that last – the hair and the fast-moving industry.

What do your family think you do all day? Not sure about all day, but the international business trips to establish our subsidiaries in markets such as the US have been known to be called 'holidays', although I cannot see how a three-day trip to West Coast US can be seen as anything else other than a business travel version of 'Tough Mudder'.

Who has been your mentor in business? My father, who decided he was coming to work for me more than 20 years ago, and is still contributing to DTP growth in his early 80s.



SIMON HARBRIDGE
CEO, Stone Group

Tell us something most people won't know about you When

it comes to preparing for important presentations or meetings you will often find me pulling together my presentation with just hours to spare – usually very early in the morning. The mixture of adrenaline and sense of time pressure seems to fuel my best effort – and often it wouldn't turn out as well any other way. Extra quality from the last-minute spontaneity!

What has been your highlight of 2018 so far? Perhaps the week-long rescue efforts for the Thai boys trapped in the cave with their football coach, particularly with the timing of other disasters and so much division around the world in the news, although it wasn't without its own unfortunate cost. A valuable reminder of what can be achieved against mammoth odds when we work together with a shared vision.

Who would play you in the film of your life? Sir Patrick Stewart – when interviewed by the *Guardian*, he said he would play himself in a film of his own life, so I can think of no better character reference. And, we do have baldness and the love of a decent cup of tea in common.

Which tech firm (other than your own!) do you most admire? Microsoft – primarily for its social and corporate responsibility. I feel we share a lot of the same values and I

think its TEALS technology, education and literacy in schools programme is brilliant. Also, the culture behind its work is admirable, such as the flexibility and foresight in adapting with the needs of the market, and the diversity and inclusion mindset where employees are encouraged to provide their unique insights within their roles in the company. I feel this really fosters a sense of creativity and ingenuity in the work they accomplish.

What is your guiltiest pleasure?

I do occasionally like a (loud!) blast of classic rock music when working on the computer in my study, much to the irritation of my wife. Runrig is a regular favourite.

What is the most irritating tech buzzphrase of 2018?

'Digital detox'. The 'digital detox' buzzword seems to point the finger at the technology itself. It is the culture behind the tech, not the tech itself that's important. We should be working together to innovate so that the possibilities enabled by technology continue to enrich and improve society.

What would be your first act if you were made Prime Minister?

Putting more funding and resources towards health and education is an obvious one. But the question still remains, where will this funding come from? Ignoring the £350m per week saving from Brexit(!) we could start by halving the number of MPs and move outwards and downwards through each government department and quango saving senior heads until we had the funds. I would probably not be the most popular Prime Minister, but government would be a lot smaller.

What's the biggest untapped opportunity facing the channel?

Security, security, security. As the threat around us grows so does the opportunity for innovation. I'm really interested to see how it will change the way companies manage their IT. I believe the refresh will become more important as outdated systems pose high risks, and we will start to see the

adoption of new subscription models such as Device- and Infrastructure-as-a-Service.

What is your most treasured possession?

Sad to admit, but my Miura golf irons.

What do your family think you do all day?

After my youngest daughter visited the business for a day I did hear her say: "Dad just walks around all day talking to everyone, he never really does anything!" But, in my defence I was showing her around.

Who has been your mentor in business?

I couldn't call out one person, so many different people have influenced my thinking, perhaps without even realising. You can often learn something new from everyone you meet, if you listen.



JAMES HARDY
Deputy managing director,
CCS Media

Tell us something most people won't know about you

I don't drink caffeine.

What has been your highlight of 2018 so far?

Our kick-off in June was amazing. I felt like we really delivered on our commitment to the team and raised the bar on how we focus on empowering success.

Who would play you in the film of your life?

I'd like it to be Steve McQueen, although it would most likely be someone less cool.

Which tech firm (other than

your own!) do you most admire?

Microsoft for the transition it has made under the current leader and CEO. Satya Nadella has shown that regardless of size any organisation can re-invent itself for the greater good. Both for the people within and the people and organisations the company serves.

What is your guiltiest pleasure?

I need two. Fish (haddock) and chips from a little village (Wetwang) in Yorkshire, closely followed by chicken and spinach madras from Akbar's in Bradford. You have to try them!

What is the most irritating tech buzzphrase of 2018?

I can honestly say I haven't been irritated by any this year. I only get irritated when the 'buzzphrase' hype doesn't reflect the business opportunity I see at that stage. Thankfully we are enjoying digitisation/digital transformation as a consumer and provider of business technology this year.

What would be your first act if you were made Prime Minister?

Significantly increase the government investment for industry learning and skill development.

What's the biggest untapped opportunity facing the channel?

People. People will always hold the greatest potential and opportunity when given the correct focus and investment.

What is your most treasured possession?

My dad died when I was young. Beyond some truly amazing memories, he left me with some of his close personal possessions and a book. These are more valuable to me than any material possession could ever be.

What do your family think you do all day?

No matter how many times I explain it, my children always ask: "Dad, what do you actually do?" My wife lovingly enjoys telling the kids in good jest that "dad's going on holiday again" whenever we run through my diary.

Who has been your mentor in business?

I'm really lucky to have had amazing mentorship (not always formal) from both past and present employers, peers, employees, suppliers, partners,

customers and even competitors. I'm very much a learn-it-all and these people have put up with my endless questions, made time to bounce ideas around with me, and imparted great wisdom that I cherish and put into action.



SEETA HARIHARAN
General manager & group head,
Tata Consultancy Services Digital
Software & Solutions Group

Tell us something most people won't know about you I read more than 100 books a year. All sorts of titles, on technology, finance, biographies – as long as it's non-fiction. I'm motivated by the desire to continuously learn new things. I only wish I had enough time to read all the books that interest me.

What has been your highlight of 2018 so far? After introducing the concept of channel relationships to TCS, which was well known as a global IT services player but not a software company, this year we've doubled down on our channel efforts, building out our organisation and structuring channel programmes. Our channel playbook has even attracted the attention of other TCS units, which are using it to design their own channel programmes.

Who would play you in the film of your life? I would like to play myself. Leadership doesn't come with a playbook. To act like a leader you have to write your own script.

Which tech firm (other than your own!) do you most admire? I've always admired GE because its inventions have continuously improved the well-being of people everywhere. That should be the goal of all technology firms.

What is your guiltiest pleasure? Watching golf tournaments – particularly when Tiger Woods is playing well.

What is the most irritating tech buzzphrase of 2018? 'Digital detox'. Abstaining from technology isn't practical or sustainable. The goal should be attaining balance, not unplugging.

What would be your first act if you were made Prime Minister? Raise the salary of teachers. According to a recent poll by the National Education Union, 80 per cent of teachers in the UK said they have considered quitting the profession in the past year. We must make teaching one of our most desirable professions. It's the only way to offer equal opportunities for everyone. If you can't attract the best minds to teaching, how do you strengthen a nation?

What's the biggest untapped opportunity facing the channel?

The biggest opportunity is helping customers speed up their march to delivering higher value. Across industries, their survival depends on it. This requires channel partners to embrace digital transformation as a business model and to learn the skills to implement it. Fortunately, selling digital transformation solutions hastens the cultural transformation required for partners to get there.

What is your most treasured possession? Empathy, because it guides me as I make decisions and deal with people. You don't need to have the same experiences as others, just be able to imagine yourself walking in their shoes.

What do your family think you do all day? We're a tightly knit family. They know exactly what I do.

Who has been your mentor in business? I've been fortunate to

benefit from mentors throughout every stage of my career, including the present. I believe it's critical to have more than one mentor – not just from the business world, but family and friends, too. It really helps to continuously improve your career and professional development. It's also key to be a mentor for others. Sometimes you learn just as much, or more, mentoring others.



JUSTIN HARLING
CEO, CAE Technology Services

Tell us something most people won't know about you I've played a classical concert on the lawn of the White House (trombones rule!).

What has been your highlight of 2018 so far? There is so much more to achieve in 2018 that I think the highlight for the year is yet to happen, although maybe it will have done by the time the *A-List* is published.

Who would play you in the film of your life? According to one of those ultra reliable online quiz sites, it would be Joseph Gordon-Levitt, so who I am to argue.

Which tech firm (other than your own!) do you most admire? We were fortunate enough during the year to support an Oxford Foundry project called Metronome Technologies. It is impossible not to admire a team with an idea who are willing to put everything on the line as a startup to make something happen.

What is your guiltiest pleasure?

A number of people in CAE know that I really enjoyed watching *Love Island* – genius television.

What is the most irritating tech buzzphrase of 2018?

I think I could write of a book of these but if you want my opinion on something just ask because no I do not want to 'chime in', unless my contribution is something along the lines of a tuneful bong sound.

What would be your first act if you were made Prime Minister?

I would set out a plan to abolish the House of Lords and replace it with an institution that is representative of the people and actually adds value to our democratic process. (A little more selfishly I would enshrine Entrepreneur Relief for current and future generations of entrepreneurs).

What's the biggest untapped opportunity facing the channel?

Whatever is coming next that we haven't been able to predict yet. It will then be a case of how quickly the channel is to adapt to change (again).

What is your most treasured possession?

Time – I hope to get better at how I use it.

What do your family think you do all day? My youngest daughter would tell you that I spend all day playing on my iPad.

Who has been your mentor in business? I've never had a mentor but have been happy to learn something new from anyone and everyone.

ROGER HARRY

CEO, Circle IT

Tell us something most people won't know about you I'd be 6'2" if my legs were straight.

What has been your highlight of 2018 so far? Finishing the Ironman Wales Course.

Who would play you in the film of your life? Danny DeVito.

Which tech firm (other than



your own!) do you most admire?

Uber – it's all about the software and execution... oh, and customer experience!

What is your guiltiest pleasure?

Clubbing. I love trance music and Ibiza nightlife.

What is the most irritating tech buzzphrase of 2018? 'Cloud cliff'.

What would be your first act if you were made Prime Minister? Make Cardiff capital of the UK.

What's the biggest untapped opportunity facing the channel?

I'm not sure as if I knew, I wouldn't tell you, I'd be executing it. The cloud particularly 365/Azure as I do think a lot more amalgamations will be needed for companies to survive as adoption of this happens more and more as tin sales dry up. The untapped bit is more about providing business value as opposed to selling tin/solutions so I guess we will all need more business analysis skills to move in this space.

What is your most treasured possession? My watch for my Strava times.

What do your family think you do all day? Some work but mainly go out socialising.



GARY HAYCOCK-WEST

CEO, Blue Cube Security

Tell us something most people won't know about you I used to be a male model...

What has been your highlight of 2018 so far? Phenomenal growth and new revenue streams.

Who would play you in the film of your life? Ray Winstone.

Which tech firm (other than your own!) do you most admire?

I admire Amazon, but in particular AWS (Amazon Web Services) due to its forward thinking. It is one of the few tech companies that has demonstrated an ability to create profitable new business streams that are completely different from its core business and always putting its people first.

What is your guiltiest pleasure? Pie and mash (East End style).

What is the most irritating tech buzzphrase of 2018? 'Compliance' – for instance GDPR.

What would be your first act if you were made Prime Minister? A flat rate tax for all.

What's the biggest untapped opportunity facing the channel? Not telling...

What is your most treasured possession? My memories.

What do your family think you do all day? Sit on my arse all day.

Who has been your mentor in business? As an entrepreneur, I would say I have had many mentors through my years of setting up and growing my businesses but ultimately, I have grown through hard work and learning the hard way.



JOE HEMANI

Chairman, Westcoast

Tell us something most people won't know about you I'm transparent – I have nothing to hide.

What has been your highlight of 2018 so far? Survival.

Who would play you in the film of your life? My life is not important enough.

Which tech firm (other than your own!) do you most admire? UK startups – I admire the entrepreneurial spirit.

What is your guiltiest pleasure? Watching Boris Johnson crumble.

What is the most irritating tech buzzphrase of 2018? All buzzphrases.

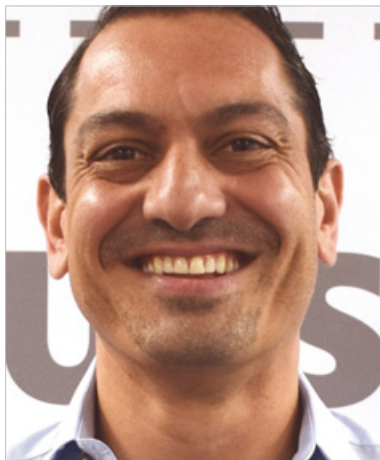
What would be your first act if you were made Prime Minister? Rejoin the EU.

What's the biggest untapped opportunity facing the channel? Cloud.

What is your most treasured possession? I'm not materialistic.

What do your family think you do all day? Work hard.

Who has been your mentor in business? My dad.



LEE HEMANI

Managing director, XMA

Tell us something most people won't know about you I won the 2016 British Taekwondo championship (MWT A) "Coloured belt, 75kg section".

What has been your highlight of 2018 so far? Jose Mourinho's flawless display of man management style and tactics at Man United. I would give him a three-year contract extension.

Who would play you in the film of your life? Will Ferrell.

Which tech firm (other than your own!) do you most admire? My tech business competitors. It is they who keep XMA relevant; you need your counterparts to provide your platform for commercial ambition.

What is your guiltiest pleasure? Alcohol, principally the four main groups: beer, wine, gin and brandy.

What is the most irritating tech buzzphrase of 2018? I'm a plain speaker and not a fan of buzzwords. 'Dog food', 'sunset' and 'bleeding edge' all work to piss me off.

What would be your first act if you were made Prime Minister? Remove all benefits from the bone idle.

What's the biggest untapped opportunity facing the channel? Your employee base; it is teeming with untapped opportunity.

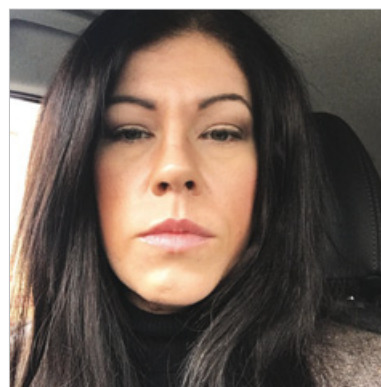
What is your most treasured possession? I've got a large moon

rock on my desk at home. My six-year-old found it on our driveway recently, wrapped it and gave it to me; it's my most treasured possession. My suspicion is that it is unlikely moon rock – I think it is actually fossilised dinosaur poo. Don't tell him though.

What do your family think you do all day? I put the holes in Polo mints – it's an incredibly important job that

pays for the private schools, cars, toys, clothes and anything else my family can think of to haemorrhage cash.

Who has been your mentor in business? I have been very lucky in that I have had numerous knowledgeable and experienced people in my working (and domestic) life. But if I had to pick one, it's going to be bleeding obvious: my old man...



JOE HEMINGBROUGH

Sales & marketing director, SICL

Tell us something most people won't know about you I used to play basketball for England as a teenager.

What has been your highlight of 2018 so far? Professionally, coming to work for SICL. Personally, teaching my daughter to ride her bike.

Who would play you in the film of your life? Drew Barrymore.

Which tech firm (other than your own!) do you most admire? There are too many to list, but I admire all the small tech firms who are working hard to make a difference.

What is your guiltiest pleasure? Pork scratchings.

What is the most irritating tech buzzphrase of 2018? 'Let's punch a puppy' – it just sounds horrible.

What would be your first act if you were made Prime Minister? Better funding for education and the NHS.

What's the biggest untapped opportunity facing the channel? AI and VR.

What is your most treasured possession? It's not technically a possession but my family are the most treasured thing in my life.

What do your family think you do all day? Have meetings.

Who has been your mentor in business? My first manager in the industry, Terry Hook, set me on the right path and helped me build the foundation I now use every day. Following on from that, I have been fortunate enough to receive support and guidance from Chris Calvert, Steve Potts, Philip Morgan, Paul Rambridge and Wayne Cockerill.



CARL HENRIKSEN
CEO, OryxAlign

Tell us something most people won't know about you I'm originally from Namibia and I came to the UK to further my squash career having qualified to play in the British Open.

What has been your highlight of 2018 so far? Seeing OryxAlign consistently over achieve on its monthly

growth targets. We set ambitions targets at the start of the year, so to be ahead of them is fantastic.

Who would play you in the film of your life? Robert De Niro.

Which tech firm (other than your own!) do you most admire? It's difficult not to think of Amazon, despite it being a predictable answer. What it has achieved in terms of growth and market penetration is nothing short of phenomenal. To me, exceptional customer service is what it's all about, and Amazon continues to raise the bar on this, among everything else.

What is your guiltiest pleasure? Cher.

What is the most irritating tech buzzphrase of 2018? Every new vendor saying they have 'disruptive technology' and that it's a 'game changer'.

What would be your first act if you were made Prime Minister?

I'd focus on improving the health and wellbeing of people, and the environment. I'd also look to improve the standard of education and make it more accessible and affordable for all. When that's done, I get the door of number 10 painted orange. I like orange.

What's the biggest untapped opportunity facing the channel?

Public cloud and Infrastructure-as-a-Service still have a way to go for the opportunity potential to be fully realised.

What is your most treasured possession? I have many. Photos of my late parents enjoying life. Photos of my kids in their very early years, and my wedding ring. And besides these all very emotional possessions, if you were to ask my wife and kids, they would probably say my phone.

What do your family think you do all day? Work with computers and look after lots of people.

Who has been your mentor in business? Godfrey McFall, my non-exec director. Words can't describe what an inspiration he is and how much he has helped me succeed with OryxAlign.



SIMONE HINDMARCH
Managing director, Commercial Group

Tell us something most people won't know about you I was bright ginger in my teens and I am blind in one eye – it helped to build character!

What has been your highlight of 2018 so far? Winning the Queens Award. Walking arm-in-arm with my brother up the steps of Buckingham Palace – it was surreal for both of us.

Who would play you in the film of your life? Julia Roberts – she is a fighter and adorable in equal measure.

Which tech firm (other than your own!) do you most admire?

Tesla – it has simply changed the motor industry forever and is leading the world in thought leadership about sustainability. I defy anyone not to scream in Ludicrous Mode.

What is your guiltiest pleasure? Wine. Followed by over-enthusiastic dancing. Which is not good when you are built like a giraffe.

What is the most irritating tech buzzphrase of 2018? 'Yoyo mode' – I heard this a month ago. I think the phrase is hilarious but hate it when it happens.

What would be your first act if you were made Prime Minister? I would make everyone watch <https://vimeo.com/157242002>. Then I would ban all single-use plastics unless companies can prove they cannot

operate without it. Missions like this unite workforces, communities and countries and they stimulate innovation for the right reasons.

What's the biggest untapped opportunity facing the channel?

To help companies to make better buying decisions when it comes to their IT. Not enough thought is given to the environmental damage that the cloud pumps into our atmosphere. I'd love to see companies be more clever about this.

What is your most treasured possession?

My apartment in Ibiza – I always dreamed of sitting on my balcony overlooking the sea. When I bought it, before it was furnished I found a cushion on the beach. Every morning I would make a cup of tea and cry tears of joy at my good fortune.

What do your family think you do all day?

When my daughter was five she asked me what The Boss did. I said, "It's like being the lead singer of the band!" She said, "Mummy you need to practise singing more!"

Who has been your mentor in business?

My dad. He was an amazing entrepreneur with a moral compass to match. Sadly he passed away five years ago. However, I have a painting of him and every morning I have a quick chat about my intentions for the day. I aim to make him proud and that keeps me on the right track.

GUY HOCKING

*Group managing director,
Utilize & Ignite Business
Communications*

Tell us something most people won't know about you I can play the trombone.

What has been your highlight of 2018 so far?

What a year! A particular highlight for me was raising more than £15,000 for a local hospice with a team of 16 from our group companies by climbing the three highest mountains in the UK within 24 hours. You can achieve great things when you pull together.



Who would play you in the film of your life?

Harrison Ford – with his proven track record of playing characters with bundles of determination and generally a successful resolution.

Which tech firm (other than your own!) do you most admire?

As obvious as it sounds it has to be Microsoft. It has really transformed its business over the past few years and Satya Nadella has breathed fresh life into the company. The cultural shift he has implemented and overseen has allowed it to push on and innovate some amazing technology.

What is your guiltiest pleasure?

Consuming a multi-pack of Discos when I'm having a bad day.

What is the most irritating tech buzzphrase of 2018?

Although guilty of using this catch-all bucket phrase myself, I have to say 'digital transformation'. Do a Google search for 'digital transformation' and you'll get more than 11.5 million results covering pretty much any investment in technology ever made, ever.

What would be your first act if you were made Prime Minister?

To create an agency or drop-in clinic with quick, simple access to meet mental health needs. Life is stressful and

too many lives are lost or potential not met because we fail to place importance on self-care.

What's the biggest untapped opportunity facing the channel?

Education. The now almost continual need to educate our customers on all aspects of technology and the plethora of mediums available to do so is a huge opportunity for us all.

What is your most treasured possession?

As sad as this sounds, my Surface Pro. It is literally my life. Closely followed by my climbing rope and ice axes (which keep me alive and able to use my Surface Pro).

What do your family think you do all day?

In the words of my son: "Does emails, phone calls and fixes computers." Not bad.

Who has been your mentor in business?

I am fortunate enough to have had several amazing mentors over my time in business and that is part of why I love this job so much – you get to work with some amazing people. Perhaps most notably our founder and chairman Warren Davies has helped show me what it takes to lead a great business. Putting the world to rights while walking the dog with my wife Emma has also got me over some massive hurdles over the years too.



JASON HOLLOWAY

*Founder & managing director,
Bridgeway Security Solutions*

Tell us something most people

won't know about you I'm a pilot in

my spare time. I've always loved flying from an early age after being fascinated by birds as a child. Growing up, I wanted to join the Fleet Air Arm and become a Sea Harrier pilot, but I was unfortunately already too tall. However, 12 years ago I rekindled this passion and studied for a power pilot's licence and then became a glider pilot too. The freedom of the sky, combined with the tricky negotiation of evolving weather conditions, is exhilarating.

What has been your highlight of 2018 so far? We've just closed a terrific Q3 with stellar growth over previous years. In addition, we've recently expanded the team to help create and cover additional opportunities, which places us in great stead to continue this growth well into 2019 and beyond.

Who would play you in the film of your life? I put this to my team and they came up with everyone from Tom Hanks to John Cleese and Richard E Grant – but hopefully not as Withnail! **Which tech firm (other than your own!) do you most admire?** It has to be Apple because of its dedication to integrating complex hardware and software to create a simplified user experience.

What is your guiltiest pleasure?

My rather eclectic music collection.

What is the most irritating tech buzzphrase of 2018? 'GDPR'. A lot of vendors like to use GDPR as a tenuous link to sell their products. You see it time and time again where vendors try to impose their solutions to businesses who do not require it.

What would be your first act if you were made Prime Minister? I would restrict party funding and lobbyist influence. It's wrong that the pharmaceutical, tobacco and oil industries, for example, can exert such a huge influence over our political system.

What's the biggest untapped opportunity facing the channel? Listening to the customer.

What is your most treasured

possession? My car. I've been driving a Tesla Model S since February and it's so efficient and fun I could rave about it all day.

What do your family think you do all day? My mum probably thinks I run Microsoft. My three teenage children just think it's boring stuff. In the early days my wife used to work with me, so she appreciates the busy workload better than most – which is handy!

Who has been your mentor in business? I couldn't single out one person. I've been blessed to work with myriad different personality types and my colleagues and managers have had a great mix of skills and experiences that have helped shape my career.



CHERIE HOWLETT
Marketing director, Jola

Tell us something most people won't know about you I auditioned for the Royal Ballet School and trained at the Market Drayton School of Dance. As a mum, I have been involved with BabyBallet and First Stage, helping the under-fives.

What has been your highlight of 2018 so far? My brother's wedding in the Australian Gold Coast was fantastic. Professionally the growing popularity of Mobile Manager with MSPs has been a highlight. We have some unique

mobile data solutions you can't buy from anyone else and are supplying thousands of data SIMs in a variety of devices, all over the world.

Who would play you in the film of your life? Emma Watson, best known as Hermione Granger in the *Harry Potter* films. She split her time between acting and getting an education, so would know how to balance the sales call with the school run and board preparation with bath time.

Which tech firm (other than your own!) do you most admire?

Amazon. It offers a wide range of services and has a good pricing strategy. It diversified into streaming and I have never needed to contact it with an issue.

What is your guiltiest pleasure? *Strictly Come Dancing*.

What is the most irritating tech buzzphrase of 2018? I don't mind the tech phrases, but I am glad we are all using the term 'GDPR' less.

What would be your first act if you were made Prime Minister? I wouldn't like to be Prime Minister.

What's the biggest untapped opportunity facing the channel? 4G. Speeds have increased, it is widely available and pricing has dropped, which is fuelling demand. The cost of overages has been a stumbling block, but it is now possible to monitor usage in real-time and avoid overages completely. I suspect 5G will accelerate demand further.

What is your most treasured possession? My family.

What do your family think you do all day? Send emails and attend meetings. As a busy working mum, I often work from home using our own technology and it can seem like that some days.

Who has been your mentor in business? I have been lucky enough to work with some inspirational mentors and entrepreneurs in the channel. The most important lessons they taught me were to always check the facts, listen more than you speak, go with your instincts and be true to yourself.

MAKING A DIFFERENCE AS PRIME MINISTER

Perhaps unsurprisingly, tackling Brexit would be the priority of 31 A-Listers should they be made PM, whether it be planning a second referendum, taking charge of negotiations or just calling the whole thing off.

Also popular is a desire to invest in public services, with the NHS and education featuring prominently among 13 respondents. In third place, four A-Listers don't fancy it and would immediately resign!

23%
would nail
Brexit

Best of the rest

Promote entrepreneurship, Tackle homelessness, Tax corporations fairly, Abolish uni fees, Ban reality TV, Bring back national service, Ban Fortnite, Form a National Litter Squad, Ban TCP, Order a stiff drink



CRAIG HUME

Managing director, Utopia Computers

Tell us something most people won't know about you

In 2001 I filmed and produced a movie with a mate that got accepted to the New York Film Festival and I even had the pleasure of watching it in a real cinema in New York.

What has been your highlight of 2018 so far? The amazing summer

that we just had. I was lucky enough to enjoy a holiday in Lyme Regis with family, swimming in the sea every day, enjoying food and drink in the garden every night. It's the simple things!

Who would play you in the film of your life? I'm all about the underdog, so it would have to be an unknown actor looking for a break!

Which tech firm (other than your own!) do you most admire?

Technically a bank, but Monzo is by far my most admired company. It leads the way on company culture, has changed the way we expect a bank to talk to its customers (awesome tone of voice) and is simply one of the coolest brands on the planet. I love them!

What is your guiltiest pleasure?

Playing *Fortnite* once my kids have gone to bed.

What is the most irritating tech buzzphrase of 2018? Oh that's a

toughy. It's a close call between 'GDPR' and 'cloud'. I think cloud has to win it as many companies are using it to add a sprinkling of magic dust to existing products, without any real innovation.

As for GDPR, let's not get started!

What would be your first act if you were made Prime Minister?

Oh, I would be busy! A U-turn on Brexit, followed by a revamp of the UK and EU tax systems ensuring that digital businesses like Apple and Amazon pay their fair share of tax. To top my day off I would introduce steps to reduce in-work poverty and food deprivation to those who need support the most. If I could get that done before getting kicked out I'd be a happy man!

What's the biggest untapped opportunity facing the channel?

Being niche. The best companies out there know what they are best at and focus on that. Too many IT firms are still trying to be all things to all customers and it will be their downfall.

What is your most treasured possession? My most prized item would have to be my Tag Heuer Monaco watch. My wife, Kaz, bought it for me. I'm a huge Steve McQueen fan, as well as always having a love of watches, so this piece brings a smile to my face every time I wear it.

What do your family think you do all day? Quote from Liam, aged 7: "People come with computers and problems. You fix them and make them happy."

Who has been your mentor in business? I am lucky enough to have a couple of awesome mentors in my life, but the standout man has to be Phylip Morgan of Network Group. He has helped me see not only my true potential, but the potential of those around me, all the while keeping me focused on putting my family first. Phly is in my mind a true gent and entrepreneur of the highest standard.

DONAVAN HUCHISON *Managing director UK & International, PCM Technology Solutions UK*

Tell us something most people won't know about you I am a qualified personal trainer, nutritionist and horse riding instructor.

What has been your highlight of 2018 so far? 2018 has been very exciting for us as we continue to build the UK business. With any startup there is a lot of change and embracing this has been both daunting but also very exciting as we mould our organisation to become a leader in digital transformation services. The UK market is ripe right now and I would say our biggest success is building a strong, solid foundation by attracting talented individuals throughout the market who we are invested in for the longer term. Our people are what has made us a success and what will continue to make us a success going forward.

Who would play you in the film of your life? If anything this is a question asked to me many times as people often tell me to write a book of the life of Don as there's always something going on that challenges me day to day, both in work and personal life. I would say the best characters to play me in a film of my life would be probably Charlie



Chaplin or Mr Bean. No matter what the challenge, it's always overcome by thinking positively and by keeping true to yourself, and my life is similar to that of a silent, comical yet interesting journey or story. While life may have many ups and downs, I always look on the positive side and sometimes life brings comical challenges but having a head for drive and ambition allows me to continue ploughing forward no matter how clumsy I may be at times.

Which tech firm (other than your own!) do you most admire?

I admire many tech firms in the market for their successes and ability to transform in line with market changes. However, I also respect those who stay true to themselves and who have embraced their strengths and weaknesses, which have allowed them to achieve exponential growth. Organisations like Softcat are interesting to watch as they continue to take

market share but have stayed true to their offerings while maintaining a good culture that breeds positivity.

What is your guiltiest pleasure?

Those that know me know my passion is fitness. My guilty pleasure though is finding time to actually switch off with a large tub of Salted Caramel ice cream watching films with my daughters and my partner.

What is the most irritating tech buzzphrase of 2018? 'Dark data'. I'm still trying to figure this one out.

What would be your first act if you were made Prime Minister?

That's a bit of a scary question; however, if I ever was made Prime Minister the first act would be to review the policies surrounding Brexit.

What is your most treasured possession?

I am far from materialistic and in many ways humble. My most treasured possession as you call it would have to be that of my daughters who I'm very proud of and who have respected and embraced my work and kept me motivated to building a strong future for them.

What do your family think you do all day?

They probably think I sit in an office having meetings or having conference calls all day drinking copious amounts of coffee.

Who has been your mentor in business?

My mentor in business has to be that of our own leadership teams. Jay Miley, our president for PCM and Frank Khulusi, our chairman, CEO and founder both have helped me to learn the dynamic of good leadership but have kept me constantly challenged, which I like. I also believe that much of the mentoring has been down to many other people I work with day to day, whereby I have kept an open ear and listened to those with experience to help me to define and redefine strategies to allow the organisation to grow. The success of PCM UK is not by one individual, it is literally a team effort and every single person in the UK organisation is responsible for the success of PCM UK.

J



DEREK JONES

Managing director, Synaxon UK

Tell us something most people won't know about you I was born and grew up in Germany and Singapore, never living in the UK until the age of 15.

What has been your highlight of 2018 so far? Seeing the full launch of SynMSP, the new Synaxon membership community for independent professional MSPs.

Who would play you in the film of your life? If I couldn't play myself then it would have to be the great Leonardo DiCaprio.

Which tech firm (other than your own!) do you most admire? A bit obvious I know, but for me it has always been Microsoft. It changed the world.

What is your guiltiest pleasure? Keeping Japanese Koi Carp. It costs a small fortune.

What is the most irritating tech buzzphrase of 2018? 'Digital transformation'.

What would be your first act if you were made Prime Minister? Everything and anything I could do to make the UK 'the' place in which to invest and do business.

What's the biggest untapped opportunity facing the channel?

Managed services. While some may say it is already a mature market, I believe that we are seeing only the tip of the iceberg.

What is your most treasured possession? I really don't have one. Possessions are materialistic – I live for the day with or without.

What do your family think you do all day? They think that when I'm not socialising at tech channel events I'm playing on a PC all day.

Who has been your mentor in business? Over the years I have met and worked with some incredible channel people and business leaders – many were inspirational, every one of them taught me something of value.



GRAHAM JONES

UK managing director, Exclusive Networks

Tell us something most people won't know about you I'm mildly dyslexic; it's about the only word I can spell!

What has been your highlight of 2018 so far? Reducing our staff churn to less than five per cent shows we're better at picking people and looking after them – positive HR!

Who would play you in the film of your life? Most of the names that come to mind are dead now, worryingly. John Cleese could do it.

Which tech firm (other than your own!) do you most admire? It has

to be Apple. It keeps on innovating, its price stays high despite lots of cheaper competition and it seems to remain 'staff centric'. That's not easy to do at all.

What is your guiltiest pleasure? Champagne. I love the stuff.

What is the most irritating tech buzzphrase of 2018? 'Life/work balance'.

What would be your first act if you were made Prime Minister? Change the voting system to proportional representation, make voting mandatory and modernise the old-school system that keeps idiots who only care about themselves in power.

What's the biggest untapped opportunity facing the channel? Selling more to existing customers. So much time and effort is wasted trying to get new.

What is your most treasured possession? I don't have one. I'm not into jewellery and have never been in one place long enough to buy or own any possession that I would treasure. I do like my car though – but that's on a lease.

What do your family think you do all day? Golf, meet, drink, entertain, eat, meet and tell people what to do. Not far off!

Who has been your mentor in business? I've a couple of people who have helped steer me, one French who I worked with on and off over 20 years. Always had a nice way of showing me the way, but not drawing the map. An English chap who I see every four months still, who just gives me straight talk, no axe to grind. It really helps to have a few people outside the day-to-day business that you can take time to chat problems and ideas through.

LAWRENCE JONES

Founder & CEO, UKFast

Tell us something most people won't know about you I was a professional musician for 10 years, playing piano, composing classical music and producing records.

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quarterly analysis covering all the major vendor, distributor and reseller moves. The service will also offer access to several new in-depth reports and admission to a whole library of research reports researched by our editorial team over the last 12 months.



What has been your highlight of 2018 so far? Almost getting Wi-Fi on a Virgin train!

Who would play you in the film of your life? Bill Murray.

Which tech firm (other than your own!) do you most admire? iDEA because it has broken down digital education into bitesize chunks that give you continuous feedback to show your progress. It's an initiative by the Duke of York and Kerensa Jennings, and is a phenomenal inspiration.

What is your guiltiest pleasure? Chess – I've played 16,225 games in four years.

What is the most irritating tech buzzphrase of 2018? 'Stack'.

What would be your first act if you were made Prime Minister? I'd retrospectively tax AWS, Amazon, Facebook, Google and all of the US corporations that have blatantly disregarded the needs of the citizens of the UK. They're a drain on our economy and sadly our government has never understood the damage they continue to cause. Then I'd resign!

What's the biggest untapped opportunity facing the channel? More ferries.

What is your most treasured possession? The gift of music.

What do your family think you do all day? My wife Gail is co-founder and

managing director at UKFast and we work together to continually build and develop the business. Our children are already a big part of the business and understand what we do.

Who has been your mentor in business? I've never actually had a dedicated mentor but I have been lucky enough to take quality advice from Tony Robbins, Richard Branson, Noel McKee, James Timpson and a host of others.

K



RUPAL KARIA

Head of UK&I – public and private sector, Fujitsu

Tell us something most people won't know about you In my spare time I enjoy property development projects. I would do more of this if time permitted.

What has been your highlight of 2018 so far? This year, I had the honour of being promoted to lead Fujitsu's public and private sector business. This is a role I am proud to do especially as I originally joined Fujitsu as a graduate. Outside of my day-to-day role, another highlight for me this year was starting a programme called 'mentoring circles' – in partnership with BITC and DWP – to help unemployed people back into work.

Who would play you in the film of your life? Will Smith – not because he looks like me at all but because he has a nice balance between humour and seriousness (much like me).

Which tech firm (other than your own!) do you most admire? It's hard to put my finger on just one. I admire companies with unique IP and products especially those that deal with real business problems while making them commercially viable.

What is your guiltiest pleasure?

A nice afternoon tea with my lovely other half.

What is the most irritating tech buzzphrase of 2018? 'Digital'. A word that means so much, yet not one anyone can really explain.

What would be your first act if you were made Prime Minister?

Invest time and money into the education system to equalise opportunities for children from all socio-economic backgrounds.

What's the biggest untapped opportunity facing the channel?

With customer expectations changing all the time, partners that 'co-create' with one another will be key to the future of the channel. That's because a community of partners have the unique advantage of offering complete solutions to customers, rather than having to divert to in-house to fulfil every aspect of that solution.

What is your most treasured possession? My phone – I couldn't live without it as I use it for everything.

What do your family think you do all day? Talk and 'do deals'. In fairness, much of leadership is really about talking.

Who has been your mentor in business? I have been fortunate to have a number of business mentors throughout my career and have learned a great deal from each of them. It would be unfair of me to call out one as I believe a variety of mentors is needed to make you a well-rounded and authentic business person.



JAMES KNIGHT
CEO, Printerland

Tell us something most people won't know about you

I'm the first one up for karaoke with a bit of *Wonderwall* by Oasis.

What has been your highlight of 2018 so far?

Growing our market share and having another record year.

Who would play you in the film of your life?

Kirk from *Coronation Street*; we were cut from same cloth (not that anyone would want to watch it).

Which tech firm (other than your own!) do you most admire?

Apple. It has continued to grow while at the top of its industry, just like us.

What is your guiltiest pleasure?

Sailing; the only place I can switch off and turn off my phone.

What is the most irritating tech buzzphrase of 2018?

'GDPR'. The panic we all saw in the lead-up to the deadline was insane.

What would be your first act if you were made Prime Minister?

To reduce tax on SMEs – we're the ones that will drive the country forward.

What's the biggest untapped opportunity facing the channel?

Managed print – the potential is huge.

What is your most treasured possession?

Printerland. It's just as exciting to be part of as it was 25 years ago.

What do your family think you do all day?

Watch *Coronation Street* on catch-up.

Who has been your mentor in business?

Myself – it's always good to have self-belief and a bit of arrogance in small doses.



IAN KILPATRICK
Executive VP, cybersecurity, Nuvias

Tell us something most people won't know about you

I'm Scottish.

What has been your highlight of 2018 so far?

The continued strong growth of Nuvias across EMEA and our appointment by two global players as their value creation distributor.

Who would play you in the film of your life?

Anyone who would take the job – it's not really a mission impossible role is it.

Which tech firm (other than your own!) do you most admire?

Hewlett and Packard: Bill Hewlett, co-founder of HP, had a continual desire to inspire and deliver excellence, with a belief that excellence would deliver success. Alongside Dave Packard, he also fashioned the 'HP Way', as a structure for mutual respect, teamwork, achievement and integrity. Those principles strongly motivated me.

What is your guiltiest pleasure?

Racing a car around a track.

What is the most irritating tech buzzphrase of 2018?

'AI'. Vendors have leapt on this and are claiming that their solution is operating with artificial intelligence. If only it were so. Sorting through the chaff for any wheat is a challenge for everyone.

What would be your first act if you were made Prime Minister?

Attempt to create consensus politics.

I don't believe that the politics of two tribe division is delivering the solutions we need for our nation today. Nor will it in the future.

What's the biggest untapped opportunity facing the channel?

Managing and delivering security in the hybrid world that many businesses are in today. It's a very challenging scenario and it gives the channel the opportunity to act as trusted advisors and really tap into that need for help and advice. Businesses that don't, or can't, move fully to the cloud are at the highest security risk. Many of them have the biggest internal challenges around managing their risks and risk awareness.

What is your most treasured possession?

At the risk of sounding self-indulgently sentimental, my family.

What do your family think you do all day?

Sit in my office and lark about.

Who has been your mentor in business?

Ken Ward, our former UK managing director (now retired).

We worked together for 20 years and I learned a huge amount from him.



KELVIN KIRBY
CEO, Technology Associates

Tell us something most people won't know about you

I was the world's youngest owner of an Electron Microscope, when at age 17, I rescued it from the Royal Dental Hospital in

London. My folks were a little put out as it took up a *lot* of room.

What has been your highlight of 2018 so far? Expanding my public speaking with the opportunity to share some wisdom, knowledge and anecdotes from a 40-year career in industry. I was privileged to present the keynote speech at the Institute of Sales Management, and deliver a key presentation at the Project & Portfolio Summit in Berlin in May. I love being able to energise, engage and inspire others.

Who would play you in the film of your life? If I was lucky, Daniel Craig; if I was unlucky, Matt Lucas.

Which tech firm (other than your own!) do you most admire?

I should say Microsoft, and there's no doubt that there is much to admire about Microsoft, but the company I most admire right now is Dell. Its customer service is second to none. Someone takes ownership of any issue you have right from the outset and you only ever deal with that same person from start to finish. A few other tech companies could learn a lot from the way Dell deals with customer service.

What is your guiltiest pleasure?

The one I'm prepared to reveal here is that I like watching re-runs of the original *Star Trek* series. I watched *Star Trek* as a kid and loved it.

What is the most irritating tech buzzphrase of 2018? "There's no 'I' in 'team'", or from my US colleagues, 'drinking the Kool-Aid'. Very annoying!

What would be your first act if you were made Prime Minister?

Order a very stiff drink.

What's the biggest untapped opportunity facing the channel?

I don't think we have truly seen VDI make an impact yet. It has been around for a while but I think it might really take off in 2019. The ability to dissociate your desktop from a specific device is very attractive to me. I also think IoT will grow more dramatically in 2019. I fully expect to see major advances in Quantum computing having a huge

impact in the next couple of years.

What is your most treasured possession? A Patek Philippe Grand Complications Tourbillon watch. I love watches and have acquired many as investments over the years. But don't ask me how I came by the Patek Philippe watch – that's another story entirely.

What do your family think you do all day? My daughter thinks I'm a spy because of all the travelling I do. I made the mistake of using points to upgrade flights to First Class once when I took her on a trip to New York. Now she thinks I travel First Class all the time.

Who has been your mentor in business? Tony Robbins was the main reason I started my business 28 years ago. Since then I have been privileged to work with some very impressive people (Richard Branson, Deepak Chopra, Doug Richards, Verne Harnish, Romi Majahan, to name only a few). But I have also worked with and learnt a lot from some of the business leaders in the Microsoft Channel in particular, some of whom I worked with on the IAMCP International Board.

L



JONATHAN LASSMAN
Managing director, Epaton and NGS (UK)

Tell us something most people won't know about you I started secondary school aged 11 for a couple of months, realised very quickly it wasn't

for me, went back aged 13 and left at aged 15. Then I had the education of life and I'm still learning.

What has been your highlight of 2018 so far? Launching NGS (UK) after four years out of the security market, then realising very quickly that not a lot has changed.

Who would play you in the film of your life? Nicolas Cage, for obvious reasons to some people.

Which tech firm (other than your own!) do you most admire? Nutanix – this is the most revolutionary play in the datacentre for years.

What is your guiltiest pleasure? Watches and cars.

What is the most irritating tech buzzphrase of 2018? 'Cloud'. It is not the answer to everything and from experience usually costs more.

What would be your first act if you were made Prime Minister? Abolish stamp duty so the world can start moving again.

What's the biggest untapped opportunity facing the channel? If I told you...

What is your most treasured possession? My family and their health.
What do your family think you do all day? Not a lot.

Who has been your mentor in business? I have had a few. Katrina Timmis introduced me to IT and set me on my path, Eddie Weremiuk taught me networking and I used to call Neil Ledger for the odd bit of advice too.

LOAY LAWRENCE
Director, Vohkus

Tell us something most people won't know about you I am a very private person, so not sharing.

What has been your highlight of 2018 so far? Seeing both my boys with their Masters and both have jobs on their terms and enjoying work.

Who would play you in the film of your life? David Bowie (I know he has passed away). As well as being a great



singer songwriter, he was a good actor, and he embraced IT.

Which tech firm (other than your own!) do you most admire? Apple for its products and ability to reshape itself into the organisation it is today, delivering both quality and excellent customer service

What is your guiltiest pleasure?

The look on my wife's face after forcing her to embrace technology and showing her it is easy.

What is the most irritating tech buzzphrase of 2018? 'Let's take this offline.'

What would be your first act if you were made Prime Minister?

Besides the obvious sorting the EU mess, invest in education and placement of the vast talent that is available in the UK.

What's the biggest untapped opportunity facing the channel?

The new, up-and-coming workforce understanding what motivates them to perform in their chosen function.

What is your most treasured possession? Memories depicted in photographs of family and friends, and with technology now you can never lose them.

What do your family think you do all day? They know exactly what I do as we are a very close unit and enjoy each other's company; it helps that the boys are now adults.

Who has been your mentor in business? There have been a few that

have inspired me in the industry, both UK-based and abroad. I've followed them and understood what makes them tick, thus guiding me without them knowing.



DES LEKERMAN
CEO, TIG

What has been your highlight of 2018 so far? Teaching my daughter how to drive. I've never had a life threatening moment until then!

Who would play you in the film of your life? Rowan Atkinson as *Johnny English* – smooth and sophisticated.

Which tech firm (other than your own!) do you most admire? I admire Microsoft as it has re-invented itself as a cloud-first business. The CEO Satya Nadella is very inspirational. I've read his book *Hit Refresh*, which is an amazing journey both personally and at Microsoft, hugely inspirational.

What is your guiltiest pleasure? It's got to be red wine and steak. I don't do too much of it now so appreciate it when I do.

What is the most irritating tech buzzphrase of 2018? 'AI' as it can mean so many different things.

What would be your first act if you were made Prime Minister?

I would hold another referendum on Brexit as I think that leaving the EU will go down as one of the most stupid acts in history.

What's the biggest untapped opportunity facing the channel?

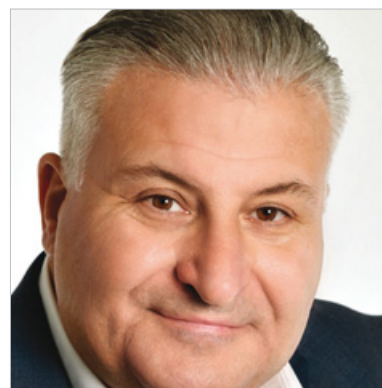
I think that it's got to be integrating

applications to work together in multiple cloud services.

What is your most treasured possession? My family.

What do your family think you do all day? Write emails, go out for lunch and watch Netflix.

Who has been your mentor in business? Lord Sugar. He's really straight to the point and makes quick decisions and acts on them.



PAUL LLOYD
Director, Sellyerly

Tell us something most people won't know about you I keep bees and never miss an episode of *The Archers*.

What has been your highlight of 2018 so far? Becoming a Grandpa.

Who would play you in the film of your life? Baloo.

Which tech firm (other than your own!) do you most admire? Softcat.

It has proved that if you do the basics well and consistently the world is your oyster. In 10 years it has gone from £60m to more than £1bn – not bad.

What is your guiltiest pleasure? Take That.

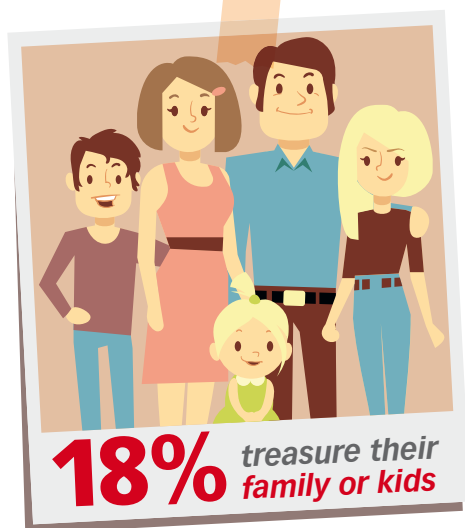
What is the most irritating tech buzzphrase of 2018? 'Digital detox' and 'digital productivity'.

What would be your first act if you were made Prime Minister? Stop Brexit.

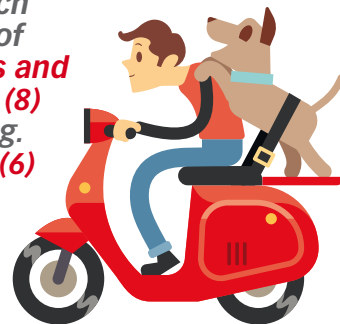
What's the biggest untapped opportunity facing the channel?

There are so many, but probably the

A VITAL PART OF A-LIST LIFE



A few of our A-Listers commented that **family** is not 'a possession'; **25** of you didn't share that view. Our committed bunch also treasured the spoils of their hard work, with **cars and motorbikes (12)**, **watches (8)** and **golf clubs (3)** featuring. **Photos (8)** and **memories (6)** are also highly treasured. And **dogs** are clearly man or woman's best friend in **eight** cases.



Best of the rest

Football memorabilia, Phone, Health, Music collection, Bicycle, Wedding ring, Passport, Sinclair Spectrum 48k, WW2 Jeep

biggest is improving British business through innovation and increased efficiency. Concentrate on delivering the future. It is difficult to run forwards when you are looking backwards.

What is your most treasured possession? My life experiences and memories.

What do your family think you do all day? Whatever I want, whenever I want.

Who has been your mentor in business? Sir Peter Rigby, probably the most successful channel pioneer. I reported to him directly for six years and during this time learnt a lot of things that were good and as many that weren't. While he was difficult at times, my respect for him grew every day and I learnt quite quickly that not everyone is as honest or has the same integrity.

NIGEL LOMAS

Managing director, Shift F7

Tell us something most people won't know about you I used to be a drummer in a punk rock band. The Sex Pistols, The Damned, The Clash... it's all coming back to me.



What has been your highlight of 2018 so far? After 23 years in business, Shift F7 finally became part of a plc, the Adept Technology Group.

Who would play you in the film of your life? Tony Soprano – I liked the way he did business, but I wouldn't have our head office in a strip club!

Which tech firm (other than your own!) do you most admire? HP.

For all the comings and goings in the IT industry, HP has been the one vendor we have continually worked with. Its products have stood the test of time and it continues to be a major innovator.

What is your guiltiest pleasure? Sitting in my hammock with a glass of red wine.

What is the most irritating tech

buzzphrase of 2018? 'Blockchain'.

What would be your first act if you were made Prime Minister?

Reform business rates to encourage the regeneration of the high street.

What's the biggest untapped opportunity facing the channel?

Network security. Not a new opportunity but one that continues to hold great opportunities for MSPs.

What is your most treasured possession? My Arsenal rosette and program from my first visit to Highbury in 1973. It was the first football match my father took me to and I have been an Arsenal supporter ever since. And yes, it was one-nil to the Arsenal.

What do your family think you do all day? They have absolutely no interest in IT. If they thought about it at all they would imagine me in meetings, answering emails, talking a lot and drinking coffee.

Who has been your mentor in business? Garry King, CEO of Shift F7, who I have worked with for 12 years. After 17 years of being a VAR he had the vision of transforming Shift F7 into an MSP, acquiring three businesses along the way in order to achieve this.



SHAUN LYNN
CEO, Agilitas

Tell us something most people won't know about you During my student days I worked in a jewellery store selling Rolexes and learning to engrave.

What has been your highlight of 2018 so far? From a personal note the 40 per cent-plus year-on-year organic growth within Agilitas. From an industry note, the theme of 'relevance' to provide added value services to the channel.

Who would play you in the film of your life? If Gary Oldman can play Churchill so convincingly, playing me will be a doddle for him!

Which tech firm (other than your own!) do you most admire? Any startup that is cash positive and making a profit. These firms don't have the baggage that many businesses have, so are a perfect breeding ground for driving innovation and challenging convention.

What is your guiltiest pleasure? A vanilla latte or two. Don't tell my wife!

What is the most irritating tech buzzphrase of 2018? The overuse of 'AI' by people and companies that haven't got a clue and are simply trying to look relevant rather than be relevant.

What would be your first act if you were made Prime Minister? If Brexit has taught us anything it's to abolish any form of vote.

What's the biggest untapped opportunity facing the channel?

Innovation through collaboration in a globalised world.

What is your most treasured possession? My Tony Hancock audiobooks – a rare moment of escapism in a hectic world.

What do your family think you do all day? Answer self-indulgent questions, like these.

Who has been your mentor in business? There have been so many and hopefully a few more to come along the way. All have set new standards, energised those around them, made work fun and created a connection that was more than just a job.

M



JOE MACRI
VP, UK commercial partner,
Microsoft

Tell us something most people won't know about you I was born in Sydney, Australia, to Italian parents and I live in Ireland – this means most people find my accent is hard to place because I've got a mix of them all.

What has been your highlight of 2018 so far? Our partner ecosystem delivers amazing customer outcomes and progress each year so I really enjoy the opportunity we have each year to globally celebrate our partners for country and global awards. As such, recognising Kainos as our UK Partner of the year at Inspire along with our

UK-based global winners CPS, Content & Code, eBECS, Ensono, Oxford Computer Group and Solidsoft Reply was definitely a highlight.

Who would play you in the film of your life? Anthony LaPaglia. He is Australian with Italian heritage like me, so he'll understand what it's like growing up with an Italian family and having an accent that isn't clearly his native, inherited or country of residence.

Which tech firm (other than your own!) do you most admire? Of course I have a love for technology and I have multiple devices around my home – my favourite at the moment has got to be Sonos. Its ability to innovate great sound, beautiful form and ease of use is impressive.

What is your guiltiest pleasure? Mechanical watches! Over the years I have collected fascinating complicated watches from Switzerland, Germany and even Italy – the level of craftsmanship is just incredible.

What is the most irritating tech buzzphrase of 2018? There are so many phrases that it's hard to keep up with each one but I know we're all guilty of using them and even making some of our own up. I'm sure my team will tell me I use annoying buzzphrases all the time, but let's go for 'double down'.

What would be your first act if you were made Prime Minister?

I've spent many years working with the public sector, most recently as the EMEA lead for public sector. I have a huge passion for our public sector and I'd say my first act would have to be focused on digital transformation in education. I'd focus on supporting the development of skills through the acceleration of AI integration to truly enable adaptive learning for all.

What is your most treasured possession? A mechanical watch given to my father by my grandfather 60 years ago and recently it was passed to me. Unfortunately, it doesn't work at the moment and the horologist who manufactured it is long gone. I'm now

on a mission to get it back to its original condition.

What do your family think you do all day? Having worked at Microsoft for more than 20 years in many roles that take me away from home, I'm still not sure my family know what I do – especially my youngest daughter; she probably thinks I get to play on Xbox all day!

Who has been your mentor in business? First, my wife has been an incredible influence on me personally – I believe who you are in the workplace is shaped by the person you are personally and we've been married for more than 30 years, so she's definitely been a major influence.

At Microsoft, we truly value people being authentic and having a growth mindset so from a professional perspective, it's a man I very much respect called Tom – he's been my career coach for 15 years and he's an excellent mentor, knowing the right questions to ask me to help me think and approach challenges/opportunities differently while offering me a great sounding board.



NATHAN MARKE

Chief digital officer, Daisy

Tell us something most people won't know about you I'm the proud father of two sets of twins.

What has been your highlight of 2018 so far? Taking my kids on a sailing boat for the first time. Sailing is a huge passion for my wife and I but we

only plucked up the courage to get the whole clan on a boat this summer.

Who would play you in the film of your life? I'm constantly teased about lookalikes. None of them look anything like me – Rob Bryden, Anton du Beke, Hugh Grant, Steve McManaman – take your pick.

Which tech firm (other than your own!) do you most admire? Zuora – pioneering the subscription economy with a simple but brilliant model.

What is your guiltiest pleasure? Crunchy Nut Cornflakes.

What is the most irritating tech buzzphrase of 2018? 'Singularity in artificial intelligence.'

What would be your first act if you were made Prime Minister? Remain.

What's the biggest untapped opportunity facing the channel? I'm not telling you.

What is your most treasured possession? My family.

What do your family think you do all day? Sell mobile phones.

Who has been your mentor in business? Despite his recent form, I remain a huge Elon Musk fan. In my mind he is unique in being not only a completely original thinker but also an incredible executor – seeing those Falcon heavy rockets land back on those launchpads was something else, wasn't it?

RICH MARSDEN

Managing director, VIP UK

Tell us something most people won't know about you I was once a member of the Eddie Stobart fan club. Purely to give me something to do while driving the length and breadth of the country. I am no longer a member!

What has been your highlight of 2018 so far? There has not been one. With the mining boom affecting VGA, the challenging retail landscape and now the CPU shortage overall, it has been a tough year in the channel. I would say this (on the back of a record year for



VIP), has most certainly been driven by the above factors. I would, however prefer a normal market.

Who would play you in the film of your life? I asked in the office for this answer and was told Leonardo DiCaprio, I am quietly pleased with that.

Which tech firm (other than your own!) do you most admire? As a fellow distributor you have to admire the growth trajectory that Exertis has been on over the last 10 years. To be able to challenge the established global distribution players is a huge achievement for Gerry and his team.

What is your guiltiest pleasure? FIFA on the Xbox – I just love it!

What is the most irritating tech buzzphrase of 2018? It's not a tech phrase but I hear or read about it every day. The need to 'have a work-life balance'; success is not achieved by sitting at home watching TV.

What would be your first act if you were made Prime Minister?

Ban unions – there is no place for the pain they cause with 25 per cent of their membership voting.

What's the biggest untapped opportunity facing the channel?

If I knew I would not shout it out on this list.

What is your most treasured possession?

A signed Bolton Wanderers shirt by super John McGinlay, who was a legend for the whites when I was growing up.

What do your family think you do all day? Sit in meetings drinking coffee, doing not very much.

Who has been your mentor in business? I have had three: Mark Reed, my first boss; Jatti Sahni, my current one; and Andre Goodison who was my coach for 12 years before he sadly passed.



ANNA MASTERS

Vice president of global platinum resellers & distribution, SAP

Tell us something most people won't know about you I worked in a vets when I was much younger for about three years. To be honest it was something I would have done if it wasn't so heart-breaking.

What has been your highlight of 2018 so far? Being asked to lead a team on the partner of the future strategy board recommendation.

Who would play you in the film of your life? Anne Hathaway.

Which tech firm (other than your own!) do you most admire? I admire Google and Twitter just because they feature in our lives so usefully now.

What is your guiltiest pleasure?

Probably just a large glass of red wine. Or a relaxing holiday and some great books.

What is the most irritating tech buzzphrase of 2018? 'Crypto.'

Everyone talks about it but I don't think it is properly understood yet.

What would be your first act if you were made Prime Minister?

Anything for a humanitarian cause or any acts that would benefit animal welfare.

What's the biggest untapped opportunity facing the channel?

Intelligent cloud ERP. Adding artificial intelligence to ERP, helping customers to adjust and adopt business processes based on real-time data and insight.

What is your most treasured possession? I wouldn't say I have any treasured possessions as such but certainly my dog who I love and is a French Briard. He is comical and always puts a smile on my face, even when things are tough.

What do your family think you do all day? You know that is a good question! I travel so much for business, but I really don't think my family realise that when you visit these places much of the time you are in a hotel, cab or an office only. That said they know I work hard and who I work for.

Who has been your mentor in business? I am lucky I have worked for some great companies and with great people so there has not been one single person. I have learnt so much from some really talented people and I feel truly fortunate for that.

JOHN MASTERS

Global business development & marketing director, AVMI

Tell us something most people won't know about you What I really want to be is an author.

What has been your highlight of 2018 so far? Professionally, winning the Global Integrator award at the AV Awards. Personally, watching Sarri-ball getting the better of Liverpool.



Who would play you in the film of your life? David Jason.

Which tech firm (other than your own!) do you most admire?

Tandberg and all its spin offs – focus on what the customer wants and fantastic execution and team spirit.

What is your guiltiest pleasure? As if I would disclose that.

What is the most irritating tech buzzphrase of 2018? 'Huddle room.'

What would be your first act if you were made Prime Minister?

To get a cup of coffee.

What's the biggest untapped opportunity facing the channel? Audiovisual.

What is your most treasured possession? My front door key.

What do your family think you do all day? Sell big tellys.

Who has been your mentor in business? Rod Randall (former mobile entrepreneur and now venture capitalist). Brain the size of a planet with matching charisma and energy.



NATALIE MATTHEWS

*Chief operating officer,
Logicalis UK*

Tell us something most people won't know about you I help run an adult's special needs football team called The Basingstoke Strikers with my husband and brothers. We have been running the club for over three years and we are all passionate about it. The team players have become a big part of our life. We train every Saturday and then run an annual tournament in August where we are joined by about 10 special needs teams from all over the country who come to compete, and we raise money to keep our club going.

What has been your highlight of 2018 so far? Arranging my grandad's 90th birthday party in September. He was one of 13 children and there are only two of them left, so it was a huge surprise when he arrived and saw his sister and all his nieces and nephews. It was a very emotional day.

Who would play you in the film of your life? Alison Steadman.

Which tech firm (other than your own!) do you most admire? A few years ago, I was lucky enough to spend some time with Colin Brown, MD of Softcat. He invited me into his organisation so I could understand more about their culture. I came away with so many thoughts, ideas and was very inspired by what they have created.

What is your guiltiest pleasure?

Scented candles and roses. I really am like Elton John.

What is the most irritating tech buzzphrase of 2018? 'Digital detox'. Really?

What would be your first act if you were made Prime Minister?

To double nurses' pay.

What's the biggest untapped opportunity facing the channel?

It's not really untapped, but digital transformation is probably the biggest opportunity facing the channel at the moment. The untapped bit is about doing it properly and getting to the heart of what the customer wants to achieve.

What is your most treasured possession? My husband and my home.

What do your family think you do all day? Ignore their calls and then text to say I'm in a meeting.

Who has been your mentor in business? It is amazing how many people want to help guide you when you show that you are interested, committed and want to learn. I've had some great mentors at different stages throughout my career and I can't single one out. I have learnt so much from them all in different ways. You know who you are, so thank you!



ROB MAY

Managing director, ramsac

Tell us something most people won't know about you I have the freedom of the City of London and I've

twice exercised my right to walk sheep over London Bridge.

What has been your highlight of 2018 so far? Announcing our strategic alliance with PwC, delivering our strategic IT and support services to SMEs in conjunction with their financial and business information services is brilliant.

Who would play you in the film of your life? It's got to be Bruce Willis. He's been working on the hair for a while.

Which tech firm (other than your own!) do you most admire?

I admire Microsoft. It continues to innovate, to create markets and technology that is relevant and affordable, and I genuinely feel it's a cool business once more.

What is your guiltiest pleasure?

Dark chocolate (at least 85% cocoa). I can't think of a day in recent months when I haven't eaten any.

What is the most irritating tech buzzphrase of 2018? Probably 'AI' – my issue is what does that mean? When you ask most people, they struggle to define it (and yet they're all doing it).

What would be your first act if you were made Prime Minister? I would restrict non-working people from using the roads in rush-hour and give them limited supermarket check-out tills during office lunch-hours.

What's the biggest untapped opportunity facing the channel? Business transformation consultancy. There are lots of channel partners selling 'stuff' without looking at how and why it can be used in the customer base to revolutionise their businesses.

What is your most treasured possession? It's not the things in your life that make you happy, it's the people. I'm blessed with an amazing family, great friends and I get to work with amazing people every day. That's what I treasure.

What do your family think you do all day? "Daddy works with computers, he tells people how to understand them and he tells people what to do because he's the boss."

Who has been your mentor in

business? I've had various mentors over the years but for the last six or seven it's been a chairman from Vistage (along with the entire CEO peer group). Mentors are invaluable.



BILL MCGLOIN
*Chief technologist,
Computacenter*

Tell us something most people won't know about you I played football both professionally and semi-professionally for several years until (lack of) ability made me focus on technology.

What has been your highlight of 2018 so far? Professionally, seeing the results of work put in last year come to fruition this year in terms of results. Personally, I was very proud of my son's exam results at school.

Who would play you in the film of your life? Definitely someone without an ego; I'll go for Leonardo DiCaprio, as he doesn't seem to take himself too seriously.

Which tech firm (other than your own!) do you most admire? There's a few and it's a tough choice to pick just one, but as I like disruptive technologies I'll go for Nvidia: good vision, strong product portfolio and good leadership.

What is your guiltiest pleasure? That's easy – Kylie (just don't tell anyone).

What is the most irritating tech buzzphrase of 2018? Probably 'blockchain', although 'serverless computing' is running it close.

What would be your first act if

you were made Prime Minister?

Restore the NHS to full health. It's a tremendous national asset. Second would be a new vote on Brexit.

What's the biggest untapped opportunity facing the channel?

There is lots of change going on at present, and change represents opportunity. For me, the information market is where the largest changes are going on; people are starting to realise the value of data.

What is your most treasured possession? Henrik Larsson's jersey from the 2003 UEFA Cup semi-final, in which he scored the winner.

What do your family think you do all day? Build PowerPoint slides.

Who has been your mentor in business? I've had several throughout my career who have all helped immensely and it would be unfair to single out one. However, I'll always revert to my father who instilled a work ethic in me which brought opportunities he could never have, and I'll always be grateful to him.



TODD MCQUILKIN
*CEO, Air-IT & managing partner/
senior consultant, Air-MSP*

Tell us something most people won't know about you I am severely dyslexic with a spelling age of 13 and reading age of 12. I left school having failed three out of my four years in senior school and left with no qualifications to my name.

What has been your highlight of 2018 so far?

The continued success of James Healey, the MD of my MSP – Air-IT. Because of the company's success it has enabled me to keep out of the business. This has meant I have been able to focus on my work in Air-MSP, our consultancy practice that helps aspiring tech companies become TSP/ MSPs. We work to achieve TPSA – Total Professional Services Automation. It's a real passion of mine.

Who would play you in the film of your life? Robert Downey Jr. He is tall, good looking and charismatic – totally opposite to me.

Which tech firm (other than your own!) do you most admire?

Mirus-IT for the way it has embraced change and transformed its business. The turnaround in 18 months has been nothing but incredible. The M team had a total overhaul of their systems and have come out the other side in a very good place – they are now one of the major SMB MSPs in the UK, can scale and are growing with confidence. Paul Tomlinson and his team have done a great job.

What is your guiltiest pleasure? Chocolate all the way – a bar a day and I'm a happy man.

What is the most irritating tech buzzphrase of 2018? 'Digital transformation'. DT has been with us since the late 1990s – it's nothing new. And 'a master MSP'. Outsourcing your desk or NOC for me is a big no – these two key service components must be delivered directly by the MSP and should not be outsourced to a master MSP.

What would be your first act if you were made Prime Minister?

I'd find a way to make big businesses pay their taxes like us small businesses have to. Any income earned in the UK must be taxed fairly and without creative accounting taking place.

What's the biggest untapped opportunity facing the channel?

Offering more DevOps to our clients and helping them with their own big

data and transforming their business so they are prepared for a modern competitive market.

What is your most treasured possession?

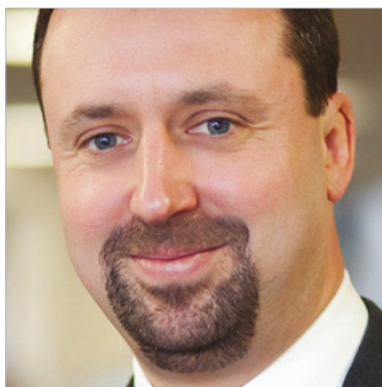
My Big Cat – and not the four-legged variety! My Jaguar XKR Sipercharged Ultimate Back.

What do your family think you do all day?

My wife would say because I enjoy going to work it's more like a fun day out. Mind you, as CEO I do get to play a bit of golf, so she may have a point.

Who has been your mentor in business?

I've not really had one for my Air-IT journey. In my early years, I did learn a lot from my dad while working in our family business.



RUPERT MILLS

CEO, Krome Technologies

Tell us something most people won't know about you

I'm a big fan of biographies; I like reading about what makes people tick. Most people who know me do know I'm a big motorsport fan but there's been some great motorsport biographies out this year. I'd highly recommend Adrian Newey's.

What has been your highlight of 2018 so far?

Seeing our team grow again and being able to give out a bunch of 'long service' awards has been a great pleasure and honour for me this year. Krome is nine years old now and keeping a whole bunch of that original team together is a highlight for me.

Who would play you in the film of your life?

I'd like Jon Hamm, but given a number of our team jokingly call

me 'Rain Man' I guess I'd go with Dustin Hoffman.

Which tech firm (other than your own!) do you most admire?

I think the way Microsoft has moved itself to being a 'cloud services' organisation from a software company is very impressive. I think how Satya Nadella has managed to transform a business of that size in the timeframe he's done it is quite remarkable. Changing the tack of a business is challenging and they've evolved it quickly.

What is your guiltiest pleasure?

An early Sunday morning drive out in the countryside with friends for breakfast while the roads are empty, and then back home again in time for everyone else to be getting up. It's a great chance for me to clear my head and concentrate on something that's not work for a little while and get some downtime.

What is the most irritating tech buzzphrase of 2018?

The 'influencer', people who exist by just being 'famous'. People who've done something worthwhile to become famous, for example Elon Musk who's currently launching stuff into space, or Gates/Zuckerberg/Dell giving billions to charity now they've achieved so much are great in my book, but I'd sooner boil my head than spend time with a Kardashian or a social media 'influencer'.

What would be your first act if you were made Prime Minister?

I would change the political system to ensure that politicians could only seek election if they had real-world experience outside of it. Career politicians who have never seen any time in industry or service outside of the political system are bad for the system overall. They can argue their point and score points off each other as it is what they have learned to do, but as they do not have any other career, they will say whatever they need to in order to stay elected.

What's the biggest untapped opportunity facing the channel?

The ability for channel organisations to differentiate on service has become a

great opportunity. The move to online services and hardware becoming more and more of a commodity rather than the actual 'product' gives a huge opportunity for those working in our industry, who deliver a quality professional services offering, to win business for the right reasons.

What is your most treasured possession?

Outside of the obvious clichés of 'my family' and so on, currently I'd say it's my Caterham 7 as it's what I use for those Sunday mornings out.

What do your family think you do all day?

Turn things off and on again.

Who has been your mentor in business?

There are a few: my dad who taught me to get out there and try and make things happen as they generally don't come looking for you; my first two bosses (they jointly ran the business) who taught me the value of customer service; two brothers who are friends who ran one of my first clients who inspired me to grow a business; and a friend who has now 'retired' to South Africa, who again showed me a lot about growing a business.



ZANDRA MOORE

CEO, Panintelligence

Tell us something most people won't know about you

I have had walk-on roles in *Emmerdale* and was in their Church Choir; we even released an album and I was on the front cover. I don't even watch the programme!

What has been your highlight of 2018 so far?

Growing the team

from 20-30 people in six months. We are experiencing fantastic growth and building a fantastic culture and team I am immensely proud of. I love going to work; it feels like a family.

Who would play you in the film of your life? Jennifer Saunders, although I wish I was that funny. I often find myself in moments which would make for a great comedy. Think *Absolutely Fabulous* meets *The Office*!

Which tech firm (other than your own!) do you most admire? I most admire business built on the foundations of a strong culture. New high growth SaaS companies like Epos Now are exciting to be involved with, with an agile and innovative culture. While Tribal, a more established software vendor into education, has transformed its business and maintained a great culture and experienced team in the process, which is a hard thing to achieve.

What is your guiltiest pleasure? *Game of Thrones*. I secretly wish I was Daenerys Targaryen.

What is the most irritating tech buzzphrase of 2018? 'Disruptive'... although the new Baby Shark Song the kids are singing at home is a close second! I just wish I could get it out of my head – do do do do do do.

What would be your first act if you were made Prime Minister?

Implement a returnship programme similar to apprenticeships for women returning to work after children. I know so many incredibly talented mums who feel returning to the work they are educated and experienced in is simply not an option for them.

What's the biggest untapped opportunity facing the channel?

Analytics and AI is a huge growth area and it's built on data. The channel has customers sat on huge amounts of data that they are not getting the value from. Analytics is an easy and obvious upsell opportunity for any channel organisation helping customers to collect and store data.

What is your most treasured

possession? I am from a large Yorkshire family and I have lots of old photos of my ancestors. We go back 14 generations in my village. Photos of family would be the first thing I would save – after the kids – in a fire.

What do your family think you do all day? Play ping pong and pool. My kids have spent time in the holidays at the office and they take full advantage of the recreational spaces we have for our team. Natalie said: "This isn't work, you just play all day!"

Who has been your mentor in business? I have had a number of mentors but my mum stands out. Now retired, she was a leader in the early ISPs Planet Online, Freeserve and Energis and has been a huge influence on my choice of career. As one of very few women in tech at the time, she has led the way for women like me to believe in ourselves and succeed.



CAMILLE MORGAN
Partner manager, CA Technologies

Tell us something most people won't know about you Every April I help host an annual jelly fight for up to 200 children and adults.

What has been your highlight of 2018 so far? Trying to be more adventurous. I started by completing my first ever mud run and making the promo video for 2019 followed up by riding the longest zipline in Spain, at 436m long.

Who would play you in the film

of your life? Jack Black.

Which tech firm (other than your own!) do you most admire?

Apple. It is arguably one of the most transformative companies today and is constantly evolving. The company reviews what its competition is doing and takes it one step further. Another area I admire is that 31 per cent of its employees are women.

What is your guiltiest pleasure?

Silence – pure unadulterated peace and quiet. Silence while drift diving would be the pinnacle.

What is the most irritating tech buzzphrase of 2018? Any form

of acronyms or complex terminology that 'normal human beings' will not understand – experts flaunting their wisdom while forgetting their audience. A recent European conference began with colleagues promising plain language to a multilingual audience and then talking about 'ubiquitous disintermediation'.

What would be your first act if you were made Prime Minister?

Banning television advertising of sugary snacks and fast food, especially on children's channels. A close second would be eliminating centre lane only drivers (CLOD) on motorways. Do not let them travel!

What's the biggest untapped opportunity facing the channel?

The potential to offer unique capabilities as an overall solution end-to-end is where I see many partners succeeding – nothing new, just perfecting a great model which is in client demand. Great service with unrivalled tools delivering exceptional customer experiences.

What is your most treasured possession? My passport.

What do your family think you do all day? My children think I do 'lunch

and a lot of talking'. They have seen CA's picturesque offices and manor house on a beautiful day so possibly think I may also feed the swans and play tennis for most of the day – nothing too brain taxing or strenuous!



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Who has been your mentor in business? My first boss – she was honest, fair, determined, direct and driven. A true inspiration, mentor and ultimately became a great friend.



PHYLIP MORGAN
Managing director, Network Group

Tell us something most people won't know about you I'm an ordained church minister.

What has been your highlight of 2018 so far? Watching our daughter Ffion get back on the football pitch for Wales v England International after a harrowing ACL knee injury last November.

Who would play you in the film of your life? Tom Cruise.

Which tech firm (other than your own!) do you most admire? Tesla.

What is your guiltiest pleasure? Drinking red wine.

What is the most irritating tech buzzphrase of 2018? "I don't have the bandwidth", "I'm swamped" or "I'm too busy" will do just fine thanks.

What would be your first act if you were made Prime Minister? Ensure every company trading in the UK pays taxes to the UK. If you trade here, it's your social obligation to contribute.

What's the biggest untapped opportunity facing the channel?

How we could use AI and robotics to make 'mundane' tasks history.

What is your most treasured possession? I don't have any.

'Possessions' are to be enjoyed not treasured – lest the things we own end up owning us.

What do your family think you do all day? According to my youngest daughter, Sara, all I do is talk to lots of people and drink coffee.

Who has been your mentor in business? I have several but mainly Patrick Lencioni and Jim Collins (I've read all their books).



NEIL MURPHY
Group managing director, Bytes Technology Group

Tell us something most people won't know about you I walk downstairs backwards while whistling *Stairway to Heaven* by Led Zeppelin.

What has been your highlight of 2018 so far? The red one on top of the Shard is probably the highest I've seen this year.

Who would play you in the film of your life? Purely for being able to capture my emotional maturity and sensitivity, Vinnie Jones.

Which tech firm (other than your own!) do you most admire?

Whoever built the Tardis – awesome!

What is your guiltiest pleasure? Riding my bike through red lights and up one way streets the wrong way and talking in a French accent if anyone complains.

What is the most irritating tech buzzphrase of 2018? I'm afraid I am unaware of any 2018 phrases

attributable to Buzz Aldrin, tech-related or otherwise.

What would be your first act if you were made Prime Minister?

I would abolish referendums.

What's the biggest untapped opportunity facing the channel?

The fact that there is such a narrow stretch of water between Dover and Calais really lends itself to a high-speed rail link between the two countries. Oh, hang on...

What is your most treasured possession? My iPhone password.

What do your family think you do all day? They think I actually work when I get to work. An outdated concept of course. How little they know!

Who has been your mentor in business? I've not had a mentor but the staff at Bytes are enough to inspire and drive me and the company forward.



SCOTT MURPHY
Director cloud and advanced solutions, Ingram Micro

Tell us something most people won't know about you I'm actually reserved and quiet when not in 'work mode'. Most people don't know I'm only 39 either!

What has been your highlight of 2018 so far? Driving change within Ingram Micro and building a brilliant team.

Who would play you in the film of your life? Dwayne Johnson (it doesn't have to be realistic, does it?)

Which tech firm (other than your

own!) do you most admire? Not one but a collective. I love all businesses that don't get consumed by politics, are bold in their visions and live a culture that oozes accountability and passion.

What is your guiltiest pleasure?

Boursin on After Eight chocolate.

What is the most irritating tech buzzphrase of 2018?

Too many to list – our industry gets too hung up on buzzwords and phrases. Customers don't even know or want to know what they mean, in my experience.

What would be your first act if you were made Prime Minister?

Refresh and reform the whole system to be more inclusive of the country's diversity and reality.

What's the biggest untapped opportunity facing the channel?

People and maximising potential in everybody across varying diversities age, sex, race, beliefs, neurodiverse, sexual orientation and more.

What is your most treasured possession?

My family.

What do your family think you do all day?

Make phone calls and tell people what to do.

Who has been your mentor in business?

Two close friends of mine now, Henry Godwin (VMware) and Jamie Farrelly (Symantec), are the people I count on most for advice and to sound ideas with.

N

JAMES NAPP

Managing director, Bechtle UK

Tell us something most people won't know about you I grew up on a British military base in Germany.

What has been your highlight of 2018 so far?

It's been a year to remember, but watching Scooter live in Stuttgart for my brother's 40th birthday is definitely up there, along with a huge amount of great days and fun times with family and in the business.

Who would play you in the film of



your life? Probably either Sacha Baron Cohen, Ricky Gervais or Steve Coogan.

Which tech firm (other than your own!) do you most admire?

QURED. The Uber of healthcare. Doctor to your door in less than two hours. It's the future.

What is your guiltiest pleasure?

Crisps, crisps and more crisps. The paprika ones from M&S are a favourite right now.

What is the most irritating tech buzzphrase of 2018?

'AI'. It's overused.

What would be your first act if you were made Prime Minister?

A second Brexit referendum, now that people actually know a little more about the potential consequences of their actions.

What's the biggest untapped opportunity facing the channel?

Probably taking on Martin Hellawell at tennis while he has a bit of a dodgy Achilles.

What is your most treasured possession?

Possessions are generally a burden, so good health and fun experiences take priority.

What do your family think you do all day?

Boss everyone about.

Who has been your mentor in business?

I've been fortunate to have several. A well-known 'dad of the channel' and Ian Caston, my first boss are among them.



MANDI NICHOLSON

Sales operations director, Bytes Software Services

Tell us something most people won't know about you

I have connections to some East End gangsters – so be nice to me.

What has been your highlight of 2018 so far?

The long hot summer and Barry Manilow at the O2.

Who would play you in the film of your life?

Jennifer Aniston.

Which tech firm (other than your own!) do you most admire?

Apple – its values and ability to make you truly love its technology.

What is your guiltiest pleasure?

Love Island (and Barry Manilow).

What is the most irritating tech buzzphrase of 2018?

'Digital detox'.

What would be your first act if you were made Prime Minister?

Extermination of all pigeons and seagulls.

What's the biggest untapped opportunity facing the channel?

'True' AI.

What is your most treasured possession?

My photo albums (and my handbag).

What do your family think you do all day?

Sit about and chat to people over coffee.

Who has been your mentor in business?

I should say my boss – Neil Murphy – which is true, of course.



JP NORMAN

Director of technology, security & governance, Amicus ITS

Tell us something most people won't know about you I am qualified to teach the full range of the clarinet.

What has been your highlight of 2018 so far? Receiving a surprise thank you from a local charity I have supported for the last 20 years.

Who would play you in the film of your life? Patrick Stewart.

Which tech firm (other than your own!) do you most admire? Microsoft, because of the step change in strategic alignment both to its corporate and gaming approach.

What is your guiltiest pleasure? Nintendo Switch gaming.

What is the most irritating tech buzzphrase of 2018? 'Talk to the presentation.' Who does this?

What would be your first act if you were made Prime Minister? More help for the homeless and genuinely vulnerable.

What's the biggest untapped opportunity facing the channel? Further penetration into technology in social care.

What is your most treasured possession? My teddy bear from when I was a baby, handmade by my grandmother.

What do your family think you do all day? "Talk tech stuff."

Who has been your mentor in business? A previous, now retired very successful MD I had the pleasure of working with 20 years ago.

O



APAY OBANG-OYWAY

Director channel, Northern Europe, Symantec

Tell us something most people won't know about you I DJ in my spare time to relax; I'm open to weddings, christening and all other significant family occasions.

What has been your highlight of 2018 so far? Being awarded Cloud Visionary of the Year at the UK Cloud Awards 2018.

Who would play you in the film of your life? Idris Elba – a progressive actor with strong core values and fluid identity.

Which tech firm (other than your own!) do you most admire? SpaceX – a disruptive approach to business, innovation and breaking boundaries.

What is your guiltiest pleasure? Häagen-Dazs Cookies & Cream ice cream.

What is the most irritating tech buzzphrase of 2018? 'Blockchain'. It has the potential to be transformative to how we live, work and play, and few in our industry understand its potential. Therefore, struggling to envision the art of the possible for customers and their customers.

What would be your first act if you were made Prime Minister?

Ban reality TV – the most mind-numbing piece of entertainment invented and, in many cases, promotes mediocrity by elevating talentless individuals to notoriety.

What's the biggest untapped opportunity facing the channel?

IaaS. This segment in the cloud is the fastest growing and set to become the largest segment accounting for more than 50 per cent of the cloud market. The augmentation of the derivatives of IaaS namely AI, IoT and big data will continue to drive exponential growth for organisations of all types and sizes who embrace it. It's the critical ingredient to achieving differentiation and competitive advantage.

What is your most treasured possession? My wedding ring, of course. Without the strong woman in front of me I would not be where I am today.

What do your family think you do all day? Talk on the phone and do numbers.

Who has been your mentor in business? I have been blessed with having access to numerous mentors over the years both internal and external. My mentors have been from myriad industries, not just IT, and include senior executives both technical and business from companies such as ITV, Microsoft, Morgan Stanley, Greenpeace, Symantec and smaller tech startups.

P



CLARE PARRY-JONES

Sector director, Computacenter

Tell us something most people won't know about you I love making desserts – cakes and especially Pavlovas and meringues.

What has been your highlight of 2018 so far? My eldest child turning 18, and winning Manager of the Year at the CRN Women in Channel Awards.

Who would play you in the film of your life? Eve Myles – from the BBC drama *Finding Faith*. I like to think I have the same mix of strength, fun and passion in everything I do.

Which tech firm (other than your own!) do you most admire? Microsoft – what Satya Nadella and his team has achieved since he took the helm is phenomenal.

What is your guiltiest pleasure? Eating smooth peanut butter straight from the jar.

What is the most irritating tech buzzphrase of 2018? 'Digital detox' – it doesn't sound like any spa day I have been on or one I would want to go on.

What would be your first act if you were made Prime Minister? Another Brexit referendum.

What's the biggest untapped opportunity facing the channel? How we monetise and define our role in the move to XaaS.

What is your most treasured

possession? Time with my family and friends.

What do your family think you do all day? Conference calls and responding to emails (unfortunately there is too much truth in that).

Who has been your mentor in business? Over my career I've been lucky enough to have had a number of people who have taken the time to support, guide and challenge me. Of notable mention would be Mark Norton in my early years at Compaq, not forgetting John Nicholson. In later years and probably for a longer period of time it's been Andy Isherwood, who I still see today.



NICK PAUL

Sales director, Cisilion

Tell us something most people won't know about you I used to play football semi-professionally.

What has been your highlight of 2018 so far? Growing the team and finding some amazing talent that will enable us to achieve our next period of significant growth.

Who would play you in the film of your life? Leonardo DiCaprio.

Which tech firm (other than your own!) do you most admire? Cisco. It has had to adapt and drastically shift its business model from a hardware to a software focused one. This is a huge shift and over the past 12 months we have started to see the benefits of that.

What is your guiltiest pleasure? Watches.

What is the most irritating tech buzzphrase of 2018? 'The cloud',

because it's been a buzzword for as long as I can remember, and everyone has their own understanding of it.

What would be your first act if you were made Prime Minister? Lower taxes and promote entrepreneurship.

What's the biggest untapped opportunity facing the channel?

Providing managed service offerings around cloud-based vendor propositions.

What is your most treasured possession? My Chelsea season ticket.

What do your family think you do all day? Sell computers and entertain clients.

Who has been your mentor in business? My dad. I've been lucky enough to work for and learn from him over the years.



MURRAY PEARCE

Managing director, Infinigate UK

Tell us something most people won't know about you I am a director at the London Acorn School, a low tech school that develops children holistically and has an emphasis on creativity and emotional well-being along with academic development.

What has been your highlight of 2018 so far? It is hard to pin down a specific event, as it is a huge privilege to work with my team and there are many highlights to celebrate. We genuinely support and encourage the best from

each other. Working for a team with this attitude is my overall highlight.

Who would play you in the film of your life? Patrick Stewart would be my first choice. I doubt I would be his.

Which tech firm (other than your own!) do you most admire? It is hard to overlook Amazon and not only for AWS. It has understood the market direction so well time and time again and mastered how to take advantage of the key trends in how we work and play. The impact of Amazon across multiple sectors is very impressive.

What is your guiltiest pleasure?

I like to play computer games to relax.

What is the most irritating tech buzzphrase of 2018? The 'cool' buzzwords that come in cycles from across the Atlantic – and how they seem to spread like wildfire among sales people here – are pretty irritating. 'Cadence' is currently at the top of my most annoying list.

What would be your first act if you were made Prime Minister?

To have a second referendum on Brexit. Theresa May's statement that it would be undemocratic to do so is wrong in my view; people should have the choice to vote once we have a final deal on offer. What could be more democratic than that?

What's the biggest untapped opportunity facing the channel?

Accelerating cloud adoption by customers is the most significant trend for our channel to consider. Many partners still need to think through their strategy properly and strengthen their value proposition to take advantage of this trend (and mitigate the potential risk to their traditional business).

What is your most treasured possession? My sanity. Although at times I do wonder...

What do your family think you do all day? Help save the world from baddies... well, that is what my five-year-old boy thinks anyway.

Who has been your mentor in business? I have the privilege of

working closely with a world-class mentor who has had a significant impact on my personal development and that of our team. For data protection reasons he/she will remain anonymous.



JOHN PEPPER
CEO & founder, Managed 24/7
Tell us something most people won't know about you

I am a bit of an adrenaline junky. Fan of rollercoasters, things that go fast and things that go up in the air, so I have never been a big golf or fishing fan.

What has been your highlight of 2018 so far? Sitting with our software development team as we prepare for launch of Predictably in 2019. It is a monumental project that I believe and hope will be a positive force for the service provider community.

Who would play you in the film of your life? Matt Lucas with Greg Davis narrating.

Which tech firm (other than your own!) do you most admire? Despite the ups and downs, I still admire Tesla and all the plates that Mr Musk juggles. The incredible changes that Satya Nadella has made to Microsoft is also something that I admire greatly.

What is your guiltiest pleasure? Lego Technics. There, I said it. There is something quite magical in sitting and following beautifully crafted instructions and 'switching off' for an hour or two making something.

What is the most irritating tech buzzphrase of 2018? 'Web 2.0', '3.0', '4.0' etc.

What would be your first act if you were made Prime Minister?

Force a referendum on Brexit.

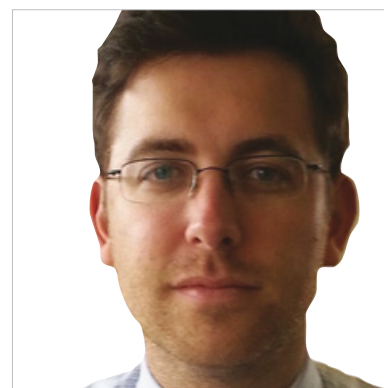
What's the biggest untapped opportunity facing the channel?

Closing the skills gap with the use of automation and real-time decision-making tools.

What is your most treasured possession? A new, unopened shrink-wrapped original 1980s Sinclair Spectrum 48k. One day that must be worth something surely?

What do your family think you do all day? They are often in the office and hear my war stories every night so I think they have a pretty good feeling for what I do each day now.

Who has been your mentor in business? I have never had a mentor. Hopefully in the future I would make a good mentor for somebody.



ALEX PHILLIPS
Director of strategy, Northamber
What has been your highlight of 2018 so far?

Getting married.

What is your guiltiest pleasure?

Travel. My job takes me all over the world and I never tire of visiting Dubai, Las Vegas and many fabulous places around Europe, the US and wider afield. I just wish I had a bit more time to enjoy them.

What would be your first act if you were made Prime Minister?

A-LIST 2019

A second referendum on Brexit.

What's the biggest untapped opportunity facing the channel?

Resellers doing more audiovisual for their end users, especially huddle rooms and meeting spaces in corporate environments or interactive panels in schools.

What is your most treasured possession?

My BlackBerry for work emails, iPhone for everything else.

What do your family think you do all day?

My family know what I do as the business was founded by my father.

Who has been your mentor in business?

My father.



NATALIE PILGRIM

Commercial PC channel sales manager UKI, HP

Tell us something most people won't know about you

Growing up, I featured in one of the Fairy Liquid adverts with Nanette Newman.

What has been your highlight of 2018 so far?

Getting engaged.

Who would play you in the film of your life?

Julie Walters because she always seems to be having so much fun with every film she does.

Which tech firm (other than your own!) do you most admire?

Netflix, for looking at how the world is changing and creating its own successful business model to fit changing customer needs/wants. Forward looking, creative and relevant.

What is your guiltiest pleasure?

Crisps. Once I start eating I can't stop.

What is the most irritating tech buzzphrase of 2018?

I chose three: 'eat our own dog food', 'rockstar' and 'lean in'.

What would be your first act if you were made Prime Minister?

Focus on improvements/investment into the NHS.

What's the biggest untapped opportunity facing the channel?

Device-as-a-Service. This is a huge opportunity for the channel.

What is your most treasured possession?

Can I have three if they all begin with 'f'? My fiancé, my family and my friends.

What do your family think you do all day?

Sit in meetings all day.

Who has been your mentor in business?

I have been lucky to have many really good managers at HP which is a huge reason why I've been so loyal to the company, but there are two HP managers who stand out as true mentors, that helped me to really believe in myself at a critical time in my career, and whose advice I still refer back to today.

R



RAFI RAZZAK

Chairman, Centerprise International

Tell us something most people won't know about you

I like chocolate pudding.

What has been your highlight of 2018 so far?

Creating the digital

platform for Centerprise.

Who would play you in the film of your life?

Clark Gable.

Which tech firm (other than your own!) do you most admire?

Computacenter – the performance of Mike Norris over so many years is admirable.

What is your guiltiest pleasure?

My morbid sense of humour.

What is the most irritating tech buzzphrase of 2018?

'Cloud', 'cloud', 'cloud'. As if we don't have enough clouds in this country!

What's the biggest untapped opportunity facing the channel?

Business analytics.

What is your most treasured possession?

The employees of Centerprise.

What do your family think you do all day?

They just think I am mad to spend all the hours working at my age.

Who has been your mentor in business?

My manager at IBM.



SEAN REMNANT

Chief strategy officer, Ignition Technology

Tell us something most people won't know about you

I have a passion for all things two-wheeled.

What has been your highlight of 2018 so far?

My eldest daughter's GCSE results. It's great to see hard work paying off.

Who would play you in the film of your life?

Tom Hardy.

Which tech firm (other than

your own!) do you most admire?

Softcat: graduate programmes, culture, strategy and vision.

What is your guiltiest pleasure?

A whole tub of Belgian Chocolate Haagen Dazs.

What is the most irritating tech buzzphrase of 2018? 'GDPR'

What would be your first act if you were made Prime Minister?

Increase pay in the public services.

What's the biggest untapped opportunity facing the channel?

Services. Enterprise doesn't have enough resource and skills, and the workload and complexity is increasing.

What is your most treasured possession? My Specialized carbon road bike.

What do your family think you do all day? Fix computers.

Who has been your mentor in business? Neil Ledger and Ian Morris; I couldn't split them.



MATT RILEY
Chairman, Daisy

Tell us something most people won't know about you I can walk on my hands like a gymnast.

What has been your highlight of 2018 so far? My son's A-Level results – he proved that hard work pays off.

Who would play you in the film of your life? Tom Hardy.

Which tech firm (other than your own!) do you most admire? Softcat – brilliant execution of a simple plan.

What is your guiltiest pleasure?

Bags of crisps.

What is the most irritating tech buzzphrase of 2018? 'Digital strategy'

What would be your first act if you were made Prime Minister?

Scrap HS2 and build an Ethernet to every small business in the UK instead – this would supercharge the economy instead of knocking 20 minutes off a 2.15 hour journey that nobody minds.

What's the biggest untapped opportunity facing the channel?

That's a trade secret.

What is your most treasured possession? My family.

What do your family think you do all day? Great question – my wife still has no idea what Daisy really does.

Who has been your mentor in business? Many people but probably Peter Dubens of Oakley Capital, who is amazing.



HAYLEY ROBERTS
CEO, Distology

Tell us something most people won't know about you I was quite the tomboy growing up and would still rather drive fast cars than go dress shopping.

What has been your highlight of 2018 so far? 2018 is the year I mastered the 'Art of Letting Go'. As a founder, it's challenging to take the leap of faith and delegate but seeing my team develop, in terms of capability and responsibility, gave me the confidence to trust and finally do this to a greater

level than ever before. It has allowed me to work *on* my business as opposed to just *in* the business, something which is extremely liberating and empowering and actually allows me to multiply my value to my company. Obviously, opening the office in the Benelux and being shortlisted for two *CRN* Awards are two major highlights of 2018!

Who would play you in the film of your life? Probably Kristen Wiig (*Bridesmaids*). Not just because of course I am naturally hilarious! More the fact that I do get myself into some interesting situations based on trying to do the right thing and getting out of them is often a story in its own right.

Which tech firm (other than your own!) do you most admire? I may be a bit biased but there is much to admire about most tech companies. But the one that stands out is Tesla. I love the sound of an engine, but Tesla is trailblazing and is not only changing the way we get about, it is helping alter the way we think about cars and transportation to accommodate the future. What started in my mind as a techie fad has actually turned out to be an impressive new brand in a relatively short space of time. I've not got one on order yet though.

What is your guiltiest pleasure? Probably Disney Pixar movies. *The Incredibles* is my all-time favourite.

What is the most irritating tech buzzphrase of 2018? It was 'GDPR' but I am less irritated now as the hype has diminished a good deal. My least favourite of all time is 'I don't have the bandwidth'. Last time I checked I ran my day by time not capacity.

What would be your first act if you were made Prime Minister?

I would make people go through a rigorous test to see if they will be fit dog owners before they are allowed to have one.

What's the biggest untapped opportunity facing the channel? In this competitive and fast-growing industry I still think we are ignoring

collaboration in the most part. We need to have better joint strategies and technical collaboration in order to properly service the market. Plus, make things more simple. The easier it is to use then the more likely the uptake will be.

What is your most treasured possession? I would say my car and my dog. Obviously, I love my children, but I don't own them. My car and my dog are less maintenance and such fun.

What do your family think you do all day? Apparently I talk about 'vendors and margin' all day but they probably think I just sit at a desk or on a train drinking coffee. I do get told off for being stressed and worrying about everything and not sitting down. But they know I wouldn't be any different even if I didn't run my own business.

Who has been your mentor in business? I have been very lucky to have had several positive influences in my working life but the most recent and impactful has been Divyesh Lakhani. Divyesh was my boss when I started in this industry and over the years has become my friend. He would argue that I never needed him but quite honestly it has been his passion for business and faith in me that has helped me find the courage to keep going and achieve my potential. I hope I can be as good an influence as him one day.



CHRISTOPHER J ROCHE
CEO, Celerity

Tell us something most people won't know about you I have twice

competed in the Support Race for the Le Mans 24-Hour race.

What has been your highlight of 2018 so far? Taking to market Celerity's new portfolio of security services, Citadel. Citadel is designed to offer enterprise-level security to detect, protect, react and secure an organisation's technology from cyber threats, with a specific focus on medium-sized businesses and public sector organisations.

Who would play you in the film of your life? Elvis Costello – good looking lad!

Which tech firm (other than your own!) do you most admire? Microsoft for the change that has been made under the current CEO, whereby the business has pivoted from being almost wholly based on two products (MS Office and MS Windows) to having a full range of products including embracing the cloud. To enable that level of change in a business of that size is truly admirable.

What is your guiltiest pleasure? Malibu and pineapple. I enjoy them far, far more than I should ever admit.

What is the most irritating tech buzzphrase of 2018? 'Digital detox'.

What would be your first act if you were made Prime Minister? Increase funding towards palliative care to improve the quality of life of anyone facing end-of-life treatment, offering them and their families additional physical, emotional and financial support.

What's the biggest untapped opportunity facing the channel? Small and medium businesses are finding the same IT security challenges as the large players, and there simply are not enough IT security experts to be able to address the need. Therefore, being able to offer an end-to-end managed security offering, which takes the problem away from such organisations represents an enormous opportunity for both the channel and customers.

What is your most treasured possession? A gold curb chain which

I bought in 1986 when I was 16 years old. My mum advised me to buy it as a reminder of working hard to get what you want, so I did! I paid for it out of my first wages over a period of 20 weeks. I still wear it to this day.

What do your family think you do all day? I asked my daughter who's aged seven and she thinks I have a very nice life. I talk to lots of people on the phone, meet very important people to help them... and drink tea all day!

Who has been your mentor in business? Dave Kay, who, among his other roles, was European vice president at IBM, and has recently been working to advise Celerity around the development of our Citadel product an enabling the change in the business.

S



FRANK SALMON
CEO, CMS Distribution

Tell us something most people won't know about you That's a struggle. In my last life I was a DJ and in my other life I enjoy coaching football.

What has been your highlight of 2018 so far? There have been many, including opening a new office in Dublin and in Stockholm; Arsenal getting a new manager; however, the biggest highlight was winning a global contract and setting up in the US.

Who would play you in the film of your life? Chris O'Dowd.

He would make my life much more interesting and funny.

Which tech firm (other than your own!) do you most admire? Apple.

It has done a fantastic job in creating a user experience that is second to none on its consumer devices.

What is your guiltiest pleasure?

My annual golf membership – because I rarely play.

What is the most irritating tech buzzphrase of 2018? 'GDPR'. Every other document I receive is password protected because of GDPR...

What would be your first act if you were made Prime Minister?

Go back to the country and take another vote on Brexit and settle the debate once and for all.

What's the biggest untapped opportunity facing the channel?

Automation – there are so many repetitive tasks in our daily lives that could be removed through automation.

What is your most treasured possession?

I would like to say my kids, but it's unfair to call them possessions, so my iPhone – I'd be lost without it.

What do your family think you do all day? Sit in meetings, listening to people.

NEIL SAWYER

*Commercial channel director
UKI, HP*

Tell us something most people won't know about you I am a qualified football referee.

What has been your highlight of 2018 so far? It has been a stellar year for HP: becoming Top 3 vendor in MPS; retaining #1 in PC sales; launching HP Device-as-a-Service with our channel partners; and working with more partners than ever before. Not bad!

Who would play you in the film of your life? Harry Potter (no other reason apart from I look like him – apparently).

Which tech firm (other than your



own!) do you most admire?

I admire any tech firm that invests and learns to stay relevant. Many come and go but few reinvent.

What is your guiltiest pleasure?

Most of our partners know they can win me over with Walkers Sensations crisps or Cheetos!

What is the most irritating tech buzzphrase of 2018? There are loads I hate: 'circle back', 'choice point', 'double-click', 'guru', 'rockstar' and 'bleeding edge'. Just use normal words.

What would be your first act if you were made Prime Minister?

Remove Further/Higher Education fees for young adults.

What's the biggest untapped opportunity facing the channel?

As a service billing on workspace technology.

What is your most treasured possession? My family and being healthy.

What do your family think you do all day? My son points to every plane he sees in the sky and says my name so I assume he thinks I am a pilot.

Who has been your mentor in business? My dad has always been great. At work, I have only had a couple of long-standing line managers who have helped me learn and develop in strategy and finance. The whole channel are brilliant mentors. I have learned so much about our trade and different perspectives.



DAN SCARFE

UK Founder, New Signature

Tell us something most people

won't know about you I was nearly featured on *The Apprentice* a few years back. Sadly (luckily) they didn't pick me.

What has been your highlight of 2018 so far? Being a finalist in the Microsoft UK Partner of the Year Awards. Second out of 40,000 partners is none too shabby.

Who would play you in the film of your life? Jesse Eisenberg. A geek done good.

Which tech firm (other than your own!) do you most admire?

Amazon. It truly is the everything store. It's scary how easy it makes it to spend money with it. Luckily there is no ability to see the total amount you've spent. I would probably cry. Its cloud is ok too – nearly as good as Azure.

What is your guiltiest pleasure? Ice cream.

What is the most irritating tech buzzphrase of 2018? 'Multi-cloud'. It's such a simple, throwaway concept that people band about. Very few understand the profound implications and complexity involved with achieving it. It has merit, for some, but the majority of organisations really only need one cloud.

What would be your first act if you were made Prime Minister?

To make the country the most entrepreneur-friendly, innovative nation in the world. Reward those who take risks

and encourage others to do the same.

What's the biggest untapped opportunity facing the channel?

Helping organisations to go mission-critical in the cloud. This year will be the year it goes from a supporting role to the starring role. To do this, organisations need to build a cloud operating model.

What is your most treasured possession? My phone. It's never far away.

What do your family think you do all day? My wife works in IT, so has a reasonable idea. My kids just think I talk on the phone all day. Which is true. Mostly.

Who has been your mentor in business? My current boss, Paul Cosgrave. I have learned more in the past few years working for him than in the previous 20.



RICKIE SEHGAL
Chairman, Transputec

Tell us something most people won't know about you I'm an adrenaline junkie for sports such as skiing, parasailing, diving with sharks and fast cars.

What has been your highlight of 2018 so far? Industry recognition awards for managed services, security and crisis management.

Who would play you in the film of your life? A combination of James Bond and Mr Bean.

Which tech firm (other than your own!) do you most admire?

Google, for its pioneering work with AI.

What is your guiltiest pleasure?

Driving my McLaren around town with the roof down, cigar in mouth and wearing shades.

What is the most irritating tech buzzphrase of 2018? 'GDPR-certified'.

What would be your first act if you were made Prime Minister? Stop Brexit.

What's the biggest untapped opportunity facing the channel?

To help customers understand the known unknowns.

What is your most treasured possession? The aforementioned orange McLaren 650S.

What do your family think you do all day? Make other people's lives miserable.

Who has been your mentor in business? I've had many mentors over many years.



PAUL SHANNON
CEO, ANS Group

Tell us something most people won't know about you I am a massive Hip Hop and Country & Western music fan – the only one in Warrington, probably.

What has been your highlight of 2018 so far? Seeing the ANS Group Public Cloud business unit go from being fledgling to the biggest part of our services business.

Who would play you in the film of your life?

Dream = Michael Fassbender; Reality = Stephen Merchant.

Which tech firm (other than your own!) do you most admire?

Microsoft. Transforming a business on that scale has been a feat to behold over the last five years or so.

What is your guiltiest pleasure? Steven Seagal movies.

What is the most irritating tech buzzphrase of 2018? 'Digital transformation' is one that gets me. It's so ridiculously broad as to lose any real impact or relevance.

What would be your first act if you were made Prime Minister?

Reverse the decline in investment of socially important programmes. Some things cost money to deliver and don't have a return on investment that is immediately obvious. NHS, disabled employment, local government and so on.

What's the biggest untapped opportunity facing the channel?

Services is still far too under-utilised within resellers and too much is given away to third parties. Invest in the expertise and do it in-house if it is in a core solution area.

What is your most treasured possession? I am really not materialistic or sentimental at all, so don't really hold any items that dear to me to be honest. My wedding ring probably.

What do your family think you do all day?

They have a pretty decent idea. See customers, spend time with the teams in London and Manchester and have a lot of meals out (apparently).

Who has been your mentor in business? I've been incredibly lucky to learn from Scott Fletcher and Paul Sweeney (ANS founder and chairman respectively), but also, I've learnt an incredible amount from our former non-exec director, Ian Hogg. He has had a massive impact on me over the years and I couldn't thank him enough.



ALICIA SHEPHERD

Sales director, Terra Computer

Tell us something most people won't know about you I make a good lemon cheesecake. Now and again on birthdays I'm known to make one for the sales team to enjoy – the empty dish tells me it must be OK.

What has been your highlight of 2018 so far? Being asked to join the board and being promoted to sales director – leading the sales team and developing the culture for a forward-thinking company has been a privilege.

Who would play you in the film of your life? Jennifer Lawrence to play the parts where things have been tough and it's taken a fighting spirit to get through; Amy Schumer for the laughter and humour; and Meryl Streep for the rest of it – now that would be one hell of a film.

Which tech firm (other than your own!) do you most admire?

Virgin Galactic, pushing limits, pushing boundaries and reaching for the stars.

What is your guiltiest pleasure?

Liquorice Allsorts – the coconut rings are the best. I'm always in trouble at home for opening bags of them and eating the ones I like and leaving the others.

What is the most irritating tech buzzphrase of 2018? 'aaS' – it

seems to be cropping up everywhere. I question whether everyone who is using it can offer as-a-Service; the industry has way too many three-letter acronyms.

What would be your first act if you were made Prime Minister?

Wow, what a controversial question! I will let other A-Listers deal with serious stuff. I would make it compulsory that all government-funded bodies buy a Terra notebook.

What's the biggest untapped opportunity facing the channel?

Win 7 Pro – there are still thousands of companies using it and thinking February 2020 is a long way off but the reality is action needs to be taken now and more noise made about it. The opportunity for all manufacturers, not just PC and notebook manufacturers, is enormous.

What is your most treasured possession? That's a tricky one as I'm not really sentimental but I guess it would be my Breitling watch.

What do your family think you do all day? Talk on the phone and stay in hotels.

Who has been your mentor in business? I have been fortunate to work with some great influencers over the years and from them have learnt how to do business and perhaps as important in some case how not to do business. I aspire to being a mentor to the future channel execs that I am fortunate enough to work with today and hope in years to come I will have played a role in their growth and development.

SARAH SHIELDS

Vice president EMEA enterprise channel, Dell EMC

Tell us something most people won't know about you I used to be a diving instructor.

What has been your highlight of 2018 so far? Going 100 per cent device free for two weeks for our family holiday.

Who would play you in the film of



your life? Emma Stone.

Which tech firm (other than your own!) do you most admire?

I am always amazed at the startup community – innovators, disruptors and incredible visionaries.

What is your guiltiest pleasure?

Love Island.

What is the most irritating tech buzzphrase of 2018? "We are fixing our diversity, want to come and work for us?"

What would be your first act if you were made Prime Minister?

Scrap stamp duty.

What's the biggest untapped opportunity facing the channel?

Embrace the up and coming talent that we've got in startups. Disruptive technology is the key to digital transformation – so grab it while it's fresh and new.

What is your most treasured possession? My kids.

What do your family think you do all day? Apparently, my kids think I am on the phone all day. I am paid to be on the phone and boss people about.

Who has been your mentor in business? I have to say, I will always treasure my time working with Tim Griffin. He's a legend and an awesome leader. He's given me great advice and will always be someone I trust.

THEIR LIVES IN WHOSE HANDS?



6 see **Leonardo DiCaprio** as their movie sub

While **Leo** polled highest, it's clear some of our male A-Listers see themselves as action men, with **Daniel Craig** and **Tom Hardy** polling four votes each. Strong women such as **Meryl Streep** and **Reece Witherspoon** also featured more than once. Other suggestions ranged from the sublime – **Sir Patrick Stewart** – to the ridiculous (but perhaps accurate): **Mr Bean** and **Baloo**.

Best of the rest

Ray Winstone, Tom Hanks, Bruce Willis, Danny DeVito, Drew Barrymore, Harrison Ford, Idris Elba, Robert De Niro, Anne Hathaway, Colin Firth, Courteney Cox, Dwayne 'The Rock' Johnson, Gary Oldham, Harry Potter, Jason Statham, Jennifer Lawrence, Joanna Lumley, Kirk from Corrie, Victor Meldrew, Warwick Davis



JANE SILK

Managing director, Sigma Software Distribution

Tell us something most people won't know about you I used to run and part-own a food-led, 13th Century inn on Dartmoor.

What has been your highlight of 2018 so far? Witnessing my highly talented marketing team get the

recognition they deserve by winning two prestigious industry awards.

Who would play you in the film of your life? Emma Thompson – she has successfully managed to stand the test of time which is no mean feat for a female actor. She knows her own mind, voices her opinions effectively but doesn't take herself too seriously.

Which tech firm (other than your own!) do you most admire? I really don't want to single out one particular company but I do admire some of the older tech firms that have been able to anticipate change in the market, adapt their customer offering to ensure they remain relevant while at the same time re-shaping their organisational structure to support change.

What is your guiltiest pleasure? Jaffa Cakes and a good book in a totally empty house.

What is the most irritating tech buzzphrase of 2018? 'Sticky'. It's not specifically a 2018 phrase but I hear it being used all of the time as though the

concept behind the term is new.

What would be your first act if you were made Prime Minister? Look at ways to support the regeneration of town centres across the UK as a way of improving people's sense of community.

What's the biggest untapped opportunity facing the channel?

Earlier adoption of new technologies to ensure that the channel is seen as the most important route to the end customer.

What is your most treasured possession? Photographs of my three daughters which remind me of the impact we can all have on the future.

What do your family think you do all day? Talk a lot.

Who has been your mentor in business? My most constant mentor has probably been my husband, whose own career experiences in a totally different industry have enabled him to be a great sounding board for me over the years.



ROB SIMS

Director for strategy & business transformation, Elite Group

Tell us something most people won't know about you I'm actually a really nice guy.

What has been your highlight of 2018 so far? Personally, getting married to the love of my life.

Professionally, the big steps forward our business is making.

Who would play you in the film of your life? Daniel Craig... obviously.

Which tech firm (other than your own!) do you most admire? Amazon – hitting a trillion dollar value from selling books!

What is your guiltiest pleasure? Burning money on cars.

What is the most irritating tech buzzphrase of 2018? 'Data architects' (aren't they data admins?)

What would be your first act if you were made Prime Minister? Increase entrepreneur relief to fuel the lifeblood of the country.

What's the biggest untapped opportunity facing the channel?

Balancing the demand for ever-increasing levels of service across more complex products with reducing prices.

What is your most treasured possession? My dad's watch.

What do your family think you do all day? Eat, drink and be merry.

Who has been your mentor in business? I have been lucky enough to have two key mentors, one in the Army

and one when I first joined civilian life. While totally different circumstances, both taught me to believe in what I did, trust my instincts and build strong teams.



HELEN SLINGER

Director, BT Business Direct

Tell us something most people won't know about you I drove a horse and carriage for weddings when I was younger.

What has been your highlight of 2018 so far? Seeing our education proposition come together and the real impact that it's having in the classroom.

Who would play you in the film of your life? Oh that's a tough one. I'll say Audrey Hepburn. She looks and acts nothing like me but I've always admired her and it would be the only time that my mum would approve of my dress sense and style!

Which tech firm (other than your own!) do you most admire? Cisco Meraki. What it sells could be seen as complex yet the way it has taken it to market really demonstrates the solution in a simplistic yet powerful way.

What is your guiltiest pleasure? Handbags and watching trash TV.

What is the most irritating tech buzzphrase of 2018? It's not strictly a tech buzzphrase but it's got to be 'Think outside the box' – forget the box, just think.

What would be your first act if you were made Prime Minister?

I'd do something to eliminate food poverty. There are four million children

living in poverty in the UK, yet so much is wasted by supermarkets alone on a daily basis.

What's the biggest untapped opportunity facing the channel?

The cybersecurity market still has a lot more potential in it.

What is your most treasured possession? My son, Thom.

What do your family think you do all day? My son thinks I run the whole of BT and that we have parties in the office all the time.

Who has been your mentor in business? I've been lucky enough to have a number of mentors in my career but one who stands out is Jamie Ford who I worked with for a number of years.



GRAHAME SMEE

Managing director, 4SEC Group

Tell us something most people won't know about you I coach running from beginners to club level.

What has been your highlight of 2018 so far? The FIFA World Cup. I genuinely felt good about the England team for a while.

Who would play you in the film of your life? Daniel Craig.

Which tech firm (other than your own!) do you most admire?

Apple. Everyone uses or has used its technology.

What is your guiltiest pleasure? Gluten Free Hobnobs.

What is the most irritating tech buzzphrase of 2018? 'Ping me'. Call me or email me, but never ping me.

A-LIST 2019

What would be your first act if you were made Prime Minister?

A huge investment to support technical innovation.

What's the biggest untapped opportunity facing the channel?

Blockchain technology.

What is your most treasured possession?

My vinyl record collection.

What do your family think you do all day?

Drink coffee on trains.

Who has been your mentor in business?

No single one, but many along the way.



MARK J SMYTH

Chief operating officer, Vision

Tell us something most people won't know about you

I have climbed the Three Peaks, twice.

What has been your highlight of 2018 so far?

Market consolidation opportunities and some great new business wins.

Who would play you in the film of your life?

Russell Crowe in *A Good Year*.

Which tech firm (other than your own!) do you most admire?

HP, they have reinvented (ha ha).

What is your guiltiest pleasure?

Wine.

What is the most irritating tech buzzphrase of 2018?

'AI', 'GDPR', 'IoT' and generally tech acronyms.

What would be your first act if you were made Prime Minister?

Really clamp down on street crime with far tougher consequences.

What's the biggest untapped opportunity facing the channel?

Expansion of added services with existing clients.

What is your most treasured possession?

My wife and family.

What do your family think you do all day?

Nothing.

Who has been your mentor in business?

GE's Jack Welch.



DARREN SPENCE

Managing director, Boost Technology Group

Tell us something most people won't know about you

My school mates call me Mac. It started with Barron (rhymes with Darren – I was 12 at the time), then Barron MacLaren, then MacLaren, then Mac. I know, right! Boys!

What has been your highlight of 2018 so far?

Our sales training division (Boost Training) won the Best Sales Coaching Award at the Sales Innovation Expo.

Who would play you in the film of your life?

Tony Robinson – he's always got a cunning plan.

Which tech firm (other than your own!) do you most admire?

Bytes. I worked there for 17 years and ran one of their operations as managing director for four so I am biased, but

the way it continues to generate profit and shareholder value, year after year, is admirable. The culture is much the same as it was when I joined in 1997, which for a company that has grown from £12m then to £650m now says a lot about the leadership team and longevity of the employees.

What is your guiltiest pleasure?

I like ABBA – there, I've said it.

What is the most irritating tech buzzphrase of 2018?

'Consumption'.

What would be your first act if you were made Prime Minister?

Free Wi-Fi everywhere for everyone.

What's the biggest untapped opportunity facing the channel?

Better whitespace management – selling more to existing customers. It's always the same.

What is your most treasured possession?

My iPhone.

What do your family think you do all day?

Fix printers.

Who has been your mentor in business?

It would be a mix of some of the 1997 Bytes leadership team, specifically Neil Murphy, Keith Richardson, Simon Ognall and Shaun Frohlich. I have attributes of all of them in me and still keep in touch with them today. Great bunch!



DAVE STEVINSON

Managing director, QBS Software

Tell us something most people won't know about you My house burnt down when I was 10 and I lost every single possession.

What has been your highlight of 2018 so far? Beating Prince Edward 6-4 at tennis in May.

Who would play you in the film of your life? Damian Lewis. He seems a decent chap and he is one day older than me.

Which tech firm (other than your own!) do you most admire? I am still impressed with Tesla. It takes big positions and will change an industry.

What is your guiltiest pleasure?

Giggling uncontrollably while reading PG Wodehouse.

What is the most irritating tech buzzphrase of 2018? 'Disruptive,' particularly when the feature or product under discussion is far from disruptive.

What would be your first act if you were made Prime Minister? Immediately resign. I have absolutely no desire to work in politics at any level.

What's the biggest untapped opportunity facing the channel?

In my opinion it is RPA (Robotic Process Automation).

What is your most treasured possession? My lifetime collection of books, photos and notes.

What do your family think you do all day? Quite simply march from meeting to meeting, send emails and make phone calls.

Who has been your mentor in business? I have never had a formal mentor but I have been privileged to have learnt so much from so many suppliers, customers and competitors.

PAUL STRINGFELLOW
Technical director, Gardner Systems

Tell us something most people won't know about you I'm not sure if there is much, but I did once play Baz, the bully in Adrian Mole, and yes it was a musical version and yes, I did 'sing'... well, spoke to music at least!

What has been your highlight of 2018 so far? Liverpool's Champions League run was fabulous fun. Tech-



related, the continued evolution of the data industry continues to be a highlight; how we use data and what we can start to do with it continues to fascinate. I'm still always surprised and flattered that people read my blog and listen to my podcast – so that's always a highlight.

Who would play you in the film of your life? Adam Driver, not for any other reason than he's quickly becoming my favourite actor and really enjoy watching him on screen – so if someone's playing me, I should at least enjoy watching them do it.

Which tech firm (other than your own!) do you most admire? It's not just one, but those companies who are able to see a shift in technology trends and rather than deny them, embrace them as a cornerstone of their strategy. Microsoft is a great example of this; the change in the last five years is incredible and should be admired.

What is your guiltiest pleasure? There's no such thing – if you enjoy it, there is nothing to be guilty of (within reason).

What is the most irritating tech buzzphrase of 2018? 'Let me show you how I'll solve your GDPR problem with my...'

What would be your first act if you were made Prime Minister? Two-fold: stop the Brexit folly and ban reality TV.

What's the biggest untapped

opportunity facing the channel?

In an industry that moves and changes as quickly as ours does, there are always new opportunities. Right now, anything around data, security, compliance and analytics are all huge opportunities. If you add on AI, machine learning and IoT, the opportunities are only going to continue to grow and change. Importantly though, all of these things are difficult and for most businesses they may want to take advantage of them but are unlikely to have internal skills they need.

What is your most treasured possession? I'm not sure I have one, life's not really about things.

What do your family think you do all day? I'm not sure they know. A couple of years ago my son did a week of work experience with me – it was coming up to Christmas and it was just one of those weeks, where it was a mix of meetings and going to Christmas dinners. I think that's probably what they think I do for a living.

Who has been your mentor in business? I've learned from lots of people. I've worked with my CEO for 20 years and learned a lot from him, but also a range of people in the industry who have all helped shape the way I try to work and involve myself in community. The tech business is great for that; there are a whole load of people to help you develop your career in whichever way you want – just ask.

MARC SUMNER
CEO & founder, Robertson Sumner

Tell us something most people won't know about you After competing in *CRN Fight Night* last year, I've had two further 'White Collar' boxing fights. I've got the boxing bug now.

What has been your highlight of 2018 so far? Being shortlisted for *CRN Channel Service Provider* of the Year. Fingers crossed we win!

Who would play you in the film



of your life? Jason Statham, because he's a slightly less good looking version of me.

Which tech firm (other than your own!) do you most admire? LinkedIn – it carved a niche in the market and has made business networking easier and more productive than anything that came before it. Great move by Microsoft to buy it.

What is your guiltiest pleasure? Pick and mix sweets.

What is the most irritating tech buzzphrase of 2018? 'GDPR.'

What would be your first act if you were made Prime Minister? Cancel Brexit.

What's the biggest untapped opportunity facing the channel? Talent. There is a huge opportunity to get new talent into our industry and create a modern, flexible workforce.

What is your most treasured possession? Robertson Sumner Ltd – my baby!

What do your family think you do all day? Sit in the pub reading CVs.

Who has been your mentor in business? My Auntie Shelagh – she got me into recruitment and owned a successful recruitment company.



BOB SWALLOW

Managing director, Logicalis UK

Tell us something most people won't know about you My favourite film is *Kelly's Heroes*. This has had no bearing on my approach in business, I assure you.

What has been your highlight of 2018 so far? Becoming a grandad for the first time. And the second time. And the third time!

Who would play you in the film of your life? Tom Hanks (if he put some weight on) but more likely Ray Winstone.

Which tech firm (other than your own!) do you most admire? Siemens – an established, quality brand that is able to command premium pricing for its solutions.

What is your guiltiest pleasure? Ice cream.

What is the most irritating tech buzzphrase of 2018? 'Big data.' Data is data.

What would be your first act if you were made Prime Minister? Simplify the tax system.

What's the biggest untapped opportunity facing the channel? Development of talent – including apprentices and graduates. There's so much opportunity to move around that if you don't invest in your staff, someone else will.

What is your most treasured possession? My most treasured possession in business is my integrity

and reputation. Outside work it's my family and golf clubs!

What do your family think you do all day? My three sons know exactly what I do. My wife has no idea.

Who has been your mentor in business? Bill Driscoll, who I started to work with in 1994 when he was MD of SNSL. He was a pipe smoker, and every suck on his pipe would be followed by a pearl of wisdom. He was a great sounding board and had impeccable timing – always asking the perfect question at the perfect time, and more often than not, already knowing the answer. I learned a lot from his interview technique – he was always interested in how the candidate might fit into the business.

T



ALEX TATHAM

Managing director, Westcoast

Tell us something most people won't know about you Seventeen million people watched my wedding to Sue, No.2 from the West Midlands.

What has been your highlight of 2018 so far? It must be that Westcoast is doing so well – evidenced by us now becoming the largest privately owned business in the Thames Valley for the first time and 21st in the *Sunday Times Top Track*.

Who would play you in the film of your life? Ben Affleck – have you seen him in *The Accountant* (auditing

with violence!); he is a superhero and is getting a little fatter these days!

Which tech firm (other than your own!) do you most admire? As a competitor, it would be hard to look beyond Also in Europe – progressive, energetic and a great partner too. I love businesses that change the world for the better – Apple has changed my world.

What is your guiltiest pleasure? *Taskmaster* on Dave. Ballz on my iPhone!

What is the most irritating tech buzzphrase of 2018? “We can’t do that!” – yes you can!

What would be your first act if you were made Prime Minister? Ban TCP (or making it odourless).

What’s the biggest untapped opportunity facing the channel? Too many to mention – but the IT channel should take its capability and efficiency to other areas of their customers’ businesses.

What is your most treasured possession? Emily and Charlie Tatham – less of a possession these days! But treasured none the less. Outside family – my top hat.

What do your family think you do all day? Meetings, dress up, ring the bell, drinks, sell, enthuse – err, that IS what I do!

Who has been your mentor in business? James Wickes, MD of Ideal Hardware – he saw something in me that I hadn’t in myself. And Jane Green of EY – “There is no problem in business that is too big to fix.”

ADRIAN THIRKILL CEO, GCI

Tell us something most people won’t know about you I love to cook and bake bread by hand.

What has been your highlight of 2018 so far? The successful investment in GCI by Mayfair Equity, becoming our largest shareholder.

Who would play you in the film of your life? Simon Pegg.

Which tech firm (other than



your own!) do you most admire? Microsoft, because it’s not new, because it’s got very lost and then because it found itself and its customers again.

What is your guiltiest pleasure? *Gillette Soccer Saturday* – Jeff Stelling rules.

What is the most irritating tech buzzphrase of 2018? I’m not sure if it’s from 2018, but ‘gamification’ sounds like a Bruce Forsyth lost show video.

What would be your first act if you were made Prime Minister? Make it mandatory that every MP had to have at least 20 years working and paying taxes in the private or public sector first. No professional politicians straight from college or university. Then call another snap election.

What’s the biggest untapped opportunity facing the channel? Integrating AI with your partners end to end – seamless efficiency.

What is your most treasured possession? My sense of humour.

What do your family think you do all day? Make stuff up, put it on PowerPoint and then talk and talk until people give in and agree with me.

Who has been your mentor in business? Lakh Jemmett, the MD at Colt was a brilliant visionary as was David Rowe who started and created Easynet.



IAN THOMASON Founder & managing director, Explorer UK

Tell us something most people won’t know about you I put myself back through IT courses every so often.

What has been your highlight of 2018 so far? Putting some big asks on my leadership team and seeing them flourish.

Who would play you in the film of your life? Benedict Cumberbatch (I wish!)

Which tech firm (other than your own!) do you most admire? I met with the CEO of Kobalt Music, Willard Ahdriz, who was very inspirational as a disrupter in an established and archaic industry.

What is your guiltiest pleasure? An expensive single malt Scotch whiskey.

What is the most irritating tech buzzphrase of 2018? ‘Cloud’ is the answer to everything (said by someone who has no idea).

What would be your first act if you were made Prime Minister? Re-run the Brexit referendum, now people have some idea what it means for the UK.

What’s the biggest untapped opportunity facing the channel? Cloud and GDPR have been pushed so hard that some companies have jumped but others just developed lockjaw and need someone to help them.

What is your most treasured

possession? My motorbike (a mint Ducati 1098s).

What do your family think you do all day? My wife used to work for Siemens so she gets it. My kids just think I get everyone else to do all the hard work but then wonder why I work the hours I do.

Who has been your mentor in business? When I worked for a vendor, the best person I ever met running a focused VAR was Eric Korb – his company was called Xecute! In New York.



KEVIN TIMMS

CEO, EACS

Tell us something most people won't know about you I have a small collection of classic cars and motorbikes.

What has been your highlight of 2018 so far? From a work perspective, it is our acquisition of Sentronex (London-based MSP).

Who would play you in the film of your life? While we would all like to think it would be someone like Tom Cruise, I think it would be Colin Firth.

Which tech firm (other than your own!) do you most admire? Our next acquisition, because it is our next acquisition.

What is your guiltiest pleasure? Cake. I like cake.

What is the most irritating tech buzzphrase of 2018? 'Blockchain' – a technology that is seen by many that

don't understand it as the answer to just about everything transactional but at the moment is just too complex.

What would be your first act if you were made Prime Minister? Abolish caravans from the road.

What's the biggest untapped opportunity facing the channel?

Brexit. While it is also a big risk there must be some opportunity... somewhere.

What is your most treasured possession? My 1961 series 1 Jaguar E Type roadster.

What do your family think you do all day? My late mother-in-law used to tell everyone I counted paper clips.

Who has been your mentor in business? Robert Dover – former chief exec of Jaguar Land Rover and Aston Martin, among others.



PAUL TIMMS

Managing director, MCSA

Tell us something most people won't know about you When I

was 15 I represented the UK in Japan and Korea as part of the 1991 Scout Jamboree – an amazing experience where I met people from across the globe in a culture that was so alien. The trip really made me appreciate what people can achieve together when faced with challenges far outside of their normal comfort zone.

What has been your highlight of 2018 so far? We got a new puppy last month – she is very social media savvy and already has her own Instagram account.

Who would play you in the film of your life? Indiana Jones.

Which tech firm (other than your own!) do you most admire?

I recently met Managed 24/7's John Pepper. I was impressed with the ethos of the business and how quickly they had built a quality service offering from scratch.

What is your guiltiest pleasure? Taking time out to play golf.

What is the most irritating tech buzzphrase of 2018? 'Serverless architecture' – a complete misnomer!

What would be your first act if you were made Prime Minister?

Resign – who needs that stress in their life? But maybe a weekend in Chequers first, and on my way out bash a few heads to encourage that the UK is presented in a more positive light, particularly around the strengths our businesses have.

What's the biggest untapped opportunity facing the channel?

If I knew that I would be tapping into it – probably the opportunity to mature the SME/mid-market outsource arena and package the cloud offerings that are already there in a more relevant and saleable fashion.

What is your most treasured possession? My family – too twee! OK, my golf clubs... actually they should be first.

What do your family think you do all day? Chat, have a few meetings and then play golf.

Who has been your mentor in business? The influences have been many and varied over the years, but my dad has been the most important individual, the founder and now chairman of the company. He is still available when I need a sounding board – I am very grateful to have had him as a role model.



PAUL TOMLINSON

Managing director, Mirus

Tell us something most people won't know about you I've been

taking people on mountain walks through the UK for the last 20-plus years. I'm now working towards completing my Mountain Leader Qualification.

What has been your highlight of 2018 so far? For me as an individual

it was passing my CISSP qualification. Wow, that was a tough exam! For the business achieving £10m turnover alongside growing the business to more than 100 staff.

Who would play you in the film of your life? That's a hard one – my life isn't very interesting so I'm sure it'd be an unknown actor. I'm pretty certain there are a few middle aged, slightly overweight, bald, out of work actors to choose from!

Which tech firm (other than your own!) do you most admire? Air IT. Todd, James and the team all do a great job when it comes to service delivery and we've also always admired their approach to marketing.

What is your guiltiest pleasure? Curry! I absolutely love curry.

What is the most irritating tech buzzphrase of 2018? Pre-25 May, I think most would say 'GDPR' but to be honest I think that's been a blessing

for our industry and also protecting individuals' information. For me it's got to be 'blockchain' – everyone seems to want to have it mentioned somewhere on their website or on their LinkedIn pages, and I think half the people who mention it don't understand the technology.

What would be your first act if you were made Prime Minister?

Investing money to help all SMEs move towards achieving Cyber Essentials to help reduce the number of cyber incidents we're seeing as a country.

What's the biggest untapped opportunity facing the channel?

Security for SMEs – as MSPs we're all looking at options on how we can protect our customers but I've not seen anyone delivering IT support and security services well. Through 2019 we want to be the MSP to do this.

What is your most treasured possession? My walking boots.

They're about 15 years old but have taken me on some great adventures and allowed me to complete lots of challenges over that time with family, friends and of course the Mirus team.

What do your family think you do all day? Send emails. To be honest it's not far from the truth, although I am trying to use the phone much more rather than rely on email.

Who has been your mentor in business? I've never really had a mentor as such. My management team are great though and we've got a great open relationship – if a decision I make is wrong, they'll happily pull me up on it.

W

GRAEME WATT

CEO, Softcat

Tell us something most people won't know about you I actively

support an Indian charity in a small village called Churachandpur in Manipur State, North East India. Friends and family inside and outside



the industry have helped me raise around £40k to fund the development of schools, accommodation, agriculture and other life-enhancing initiatives.

What has been your highlight of 2018 so far? Joining Softcat

and specifically our kick off event in Birmingham.

Who would play you in the film of your life? Kenny Dalglish.

Which tech firm (other than your own!) do you most admire? That's a tough one. I think Microsoft has to be right up there. It has re-engineered itself and its channel so effectively after some dark days. It started when Satya replaced Steve B.

What is your guiltiest pleasure?

The short drive to the tube station when I commute to our London office. It is only a very short walk but...

What is the most irritating tech buzzphrase of 2018? 'Pivoting' – everyone is doing it but no one knows what is really means.

What would be your first act if you were made Prime Minister?

Have another referendum on whether we should remain in the EU.

What's the biggest untapped opportunity facing the channel?

Financing – the car industry sells financing as standard and there is so much opportunity to replicate in the channel.

What is your most treasured possession? My Golf R – it's like a go kart on steroids.

What do your family think you do all day? Hospitality.

Who has been your mentor in business? Mark Mulford – sadly deceased. He was one of the kindest and most understated man I have met in terms of the positive impact he had on me and others. He taught me in subtle ways such that I didn't realise his positive influence until many years later.



DAVID WATTS
Managing director, UK&I, Tech Data

Tell us something most people won't know about you I worked for quite a few years for the Prison Psychology Service – surprisingly very handy in this industry.

Who would play you in the film of your life? My wife has suggested George Clooney. This is not the first time his name has come up.

Which tech firm (other than your own!) do you most admire? All of Tech Data's vendors for choosing such a good distribution partner.

What is your guiltiest pleasure? Meditation retreats. They're difficult to prioritise with busy work and home but it's good for the soul.

What would be your first act if you were made Prime Minister? Resign. There are better people.

What's the biggest untapped opportunity facing the channel?

IoT and the cloud are door openers to the real prize that comes from collaborative solutions to business issues. As we deliver more efficient and effective solutions the market will continue to expand.

What is your most treasured possession? Family pictures.

What do your family think you do all day? Talk a lot.



LORRIN WHITE
Managing director, Bamboo Technology Group

Tell us something most people won't know about you I am frightened of birds.

What has been your highlight of 2018 so far? Watching my daughter collect her first-class honours.

Who would play you in the film of your life? Joanna Lumley – can't take myself too seriously!

Which tech firm (other than your own!) do you most admire? There are too many companies out there that make me go 'wow' to name just one.

What is your guiltiest pleasure? Plastic cheese. Yes, the orange plastic slices that you put in burgers that aren't really cheese.

What would be your first act if you were made Prime Minister? I would make it statute that everyone should have their birthday as a holiday from work.

What's the biggest untapped opportunity facing the channel?

Internet of Things – customer experience solutions that evolve with developing technologies.

What is your most treasured possession? I don't really treasure possessions like that – my own memories of experiences with people I love are more important than 'stuff'.

What do your family think you do all day? Look at my email and work.

Who has been your mentor in business? Various people ranging from local, female business leaders to professional executive coaches. We need different mentors for different challenges so it would be unfair to single out one.



ANGELA WHITTY
Managing director for partner sales, Cisco UK & Ireland

Tell us something most people won't know about you Christmas is my favourite time of year – I am really very sentimental.

What has been your highlight of 2018 so far? Cisco's sponsorship of the WIC and CRN Awards. Exciting times!

Who would play you in the film of your life? Bit young but Drew Barrymore. One of my favourites for her versatility and she's funny.

Which tech firm (other than your own!) do you most admire? Aside from Cisco, to be honest I would be hard pushed to choose one!

What is your guiltiest pleasure? Lauren Perrier Rose.

What is the most irritating tech buzzphrase of 2018? Not especially one from this year, but I'd go with 'in layman's terms', followed by an explanation that is anything but.

What would be your first act if you were made Prime Minister? A four-day week with five days' pay.

What's the biggest untapped opportunity facing the channel? Talent! Harnessing diverse skills from other industries to supplement what we have.

What is your most treasured possession? My two boys.

What do your family think you do all day? I think my sons believe I spend all my time doing social activities – lunches, dinners and golf!

Who has been your mentor in business? Without sounding cheesy, my dad taught me three things that still ring true today: how to shake hands properly; treat company money like it's your own; and remember where you came from.



MATTHEW WOOD
Group sales director, Concorde Technology Group

Tell us something most people won't know about you I am a season ticket holder at Manchester City and I once swam with great white sharks in Hout Bay, South Africa. I believe it stands me in good stead in day-to-day business!

What has been your highlight of

2018 so far? I'm going to say all of it. We are enjoying our best-ever year at Concorde, so long may it continue plus the family holiday to Caribbean this year was most enjoyable.

Who would play you in the film of your life? Probably Adam Sandler.

Which tech firm (other than your own!) do you most admire? I have a great deal of admiration for Computacenter on how they have continually set the standard within the channel, but also ANS in Manchester on how they have re-engineered their business and stuck firmly with their strategy of working with strategic partners.

What is your guiltiest pleasure? I play too much golf.

What is the most irritating tech buzzphrase of 2018? I am going to say 'Internet of Things' – is that really the best we could do?

What would be your first act if you were made Prime Minister? I would sort this Brexit fiasco out one way or another. We have a huge opportunity to forge our own way in the world and build a bright future for our children but our politicians are doing an exceptionally poor job at the moment.

What's the biggest untapped opportunity facing the channel? I still feel with connectivity prices falling and bandwidth increasing, and with the amount of data we are producing continually increasing, I feel we have only scratched the surface with what we can achieve with the cloud and it still has a lot of unharnessed opportunity for businesses and managed service providers also.

What is your most treasured possession? Well as I get a little older I am going to say my health is far too easy to ignore.

What do your family think you do all day? My kids are pretty switched on, they don't miss too much.

Who has been your mentor in business? I haven't had one of those – maybe I should look in to getting one?



ANDY WRIGHT
Commercial director, XMA

Tell us something most people won't know about you I carried the Olympic Torch in 2012.

What has been your highlight of 2018 so far? Turning 50 – which I will be by the time this is published.

Who would play you in the film of your life? Ryan Reynolds – you must be able to see the resemblance?

Which tech firm (other than your own!) do you most admire? Computacenter and SCC, because of how long they have been at the top of their game and their enduring ability to kept adapting their businesses.

What is your guiltiest pleasure? Chocolate – and I don't care what sort.

What is the most irritating tech buzzphrase of 2018? 'Pivot'. I spent a week in the US and everyone was busy pivoting their business, their product portfolio, their channel programmes and anything else that they could get their hands on.

What would be your first act if you were made Prime Minister? Ask for a recount – I would make a terrible PM.

What's the biggest untapped opportunity facing the channel? Fixing the lack of diversity and inclusion.

We are a people-driven industry. We must diversify to be the best we can for our customers.

What is your most treasured possession? My health.

What do your family think you do all day? Drink coffee and give orders, before heading out for dinner.

Who has been your mentor in business? My dad. He taught me to work hard, be honest and respect other people.

Y



RICK YATES

Managing director, Zedsphere
Tell us something most people

won't know about you I'm not actually from the channel. Many distribution business owners have spent at least 10-15 years in the channel before setting up or leading their own business. My first job in the channel was as an owner of a distribution company. This meant the learning curve was incredibly steep for me but it has also allowed me to bring successful techniques from other industries into our company and distinguish ourselves as a disruptive brand in the sector.

What has been your highlight of 2018 so far? There have been so many it's hard to pick just one. Our fourth office move in two and a half years was a great milestone. The successful launch of our MSP Partner Programme – ZED – and onboarding our 800th MSP customer were also big moments for us. **Who would play you in the film of your life?** Leonardo DiCaprio did a great job with the *Wolf of Wall Street*. I think he could definitely pull off 'The Wolf of Warrington' as a follow up. The Lancashire accent would also need to be in there to add even more glamour.

Which tech firm (other than your own!) do you most admire? The first time I used Uber I was in London, and within 10 seconds of requesting a car, a Toyota Prius silently sidled up next to me. I thought that was amazing and I continue to be impressed by the simplicity and convenience of the service.

What is your guiltiest pleasure?

I have two: food and motorbikes. When you have had a busy day at work sometimes the last thing you want to do is start cooking when you get home and so Just Eat (another favourite technology company) does tend to get overused. I've also just passed the one-year mark as a motorbike rider and so now I'm in the process of upgrading to something bigger and faster and of course, motorbikes don't come cheap.

What is the most irritating tech buzzphrase of 2018? 'Bleeding edge' is one that I keep coming across and although I know it means brand-new or cutting-edge, it does take a step into vagueness and I also can't help but think of a bloodied knife that's been used as a murder weapon on some hardcore Netflix docudrama.

What would be your first act if you were made Prime Minister?

I would create an extensive programme to try and resolve the mental health crisis. There are hundreds of thousands of people in the UK who are struggling to access the appropriate support via the NHS and I think our government and

the commercial sector need to do a lot more to solve this issue. I would also ban those little sachets of sauce you get at fish and chip shops.

What's the biggest untapped opportunity facing the channel?

The MSP sector is seeing exponential growth and I feel that this is by far the biggest white snow opportunity for the channel. Even though the mass exodus to the cloud has been underway for quite some time – making SaaS a much easier option – there are still a high number of vendors that don't tick the boxes for MSPs, and the same goes for resellers who still have a product-only strategy.

What is your most treasured possession? I've spent the last two years planning and building a rock garden behind my house, although it's the kind of thing that should only have taken a weekend. I'm working hard to keep it looking nice. My wife would tell you it isn't finished yet, but it is finished – it's simply just a minimalist design.

What do your family think you do all day? They have absolutely no idea. They know it's 'something with computers' and that I have my own business. However, if you asked them what my company is called, they probably wouldn't be able to tell you. To be honest, I gave up trying to explain it quite some time ago.

Who has been your mentor in business? Divyesh Lakhani has been my mentor and business partner for the last five years. He previously owned and ran a very successful distribution business – Codework – before it was acquired in 2010 by Altimate, which was in turn then acquired by Arrow ECS in 2013. Divyesh's willingness to transfer his knowledge certainly enabled me to make the quick entry into distribution business ownership that I mentioned. It has also provided me with a good understanding of where the channel has come from over last 20 years and so encouraged me to try and build a disruptive MSP focused distribution brand with Zedsphere.

OUR 2019 EVENTS CALENDAR

CRN UK produce a number of industry leading channel events, hosting over 5,000 attendees a year and creating the perfect platform for reaching senior channel figures. Our flagship awards night, the Channel Awards has been running in the UK for over 25 years and is the largest gathering of senior channel executives in the world.

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CRN SALES AND MARKETING AWARDS 2019 4 July 2019 events.channelweb.co.uk/sma	CRN EUROPEAN CHANNEL LEADERSHIP FORUM 4-5 September 2019 events.channelweb.co.uk/europeanforum	CRN ON September 2019 events.channelweb.co.uk/crnon	CRN CHANNEL CONFERENCE MSP 3 October 2019 events.channelweb.co.uk/msp
CRN WOMEN IN CHANNEL 17 October 2019 events.channelweb.co.uk/womeninchannel	CRN ON November 2019 events.channelweb.co.uk/crnon	CRN CHANNEL AWARDS 2019 14 November 2019 events.channelweb.co.uk/awards	

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