

JONATHAN BURROWS

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EMPLOYMENT HISTORY

Wooshii - Business Development Manager - June 2023 - Present (2 months)

- Generating new leads by identifying unicorn companies via LinkedIn sales navigator
- During my short time at Wooshii, I gained valuable insights into the importance of client analytics and metrics, understanding ROI and the significance of customer-centric strategies by understanding Wooshii's unique "insights" software analytics tool that attached itself to any video on any social media, or website platform.

Commercial Account Manager – The Access Group - June 2021 – June 2023.

- To provide market-leading digital learning solutions that enable companies to maximise the value of their LMS content using our SaaS Access Group platforms.
- Consistently meeting and exceeding our monthly 20k targets and successfully exceeding my 12-month 350k target 4 months before the financial year in June. I also managed a 107k month which has never been done in the history of the LMS division. I had a personal email from the CEO to congratulate me on a "triumphant" success.
- CRM tool Salesforce to manage existing and new accounts.
- Looking after 157 accounts across EMEA; Finance, Fintech, Manufacturing, Health Care, NHS, Government and hospitality.
- Make sure my accounts are up to date with the latest technologies acquired by Access and work with other Access departments on cross-sell opportunities consisting of HR, Financials, Payroll, CRM, hospitality and educational SaaS products.
- Keeping a consistent closing rate with a meticulous sales process to avoid any deal slips from month to month.
- Achieving a monthly sales target and regular commit check-ins with my line manager.

Account Manager - PageSuite - February 2021 – June 2021.

- To provide market-leading digital solutions that enable companies to maximise the value of their content using our SaaS PageSuite platform.
- CRM tool Salesforce to manage existing and new accounts.
- Keeping a constant diary of meetings with new and existing clients to keep the technology up to date, expanding on their advertising revenue expansion with the media pack.
- Dealing with inbound technical queries with clients promptly to keep their publications working efficiently and effectively for their readership/subscribers.
- Training new and existing clients on the PageSuite SaaS platform for the said clients to use the technology to its full potential.
- Attending perpetual daily webinars and video conferences to keep in contact with clients to close business opportunities as well as enquiries.
- Looking after 256 accounts across EMEA and USA.

Advertising Sales Manager – Europa Science April 2019 - October 2020

- Consistent consultative conversations with existing and prospective clients discussing the various marketing options offered across digital, print and social media resulting in a year-long marketing package.
- Identifying new conferences and exhibitions to ‘contra’ with and negotiate good terms both for the company and the organiser.
- Being trusted to represent the publications at conferences and exhibitions around the world, even after only two weeks in the role.
- Achieving cyclical and annual targets (agreed annually) across two of the company’s publications: Fibre Systems, and Scientific Computing World.
- Looking after large multinational accounts such as Intel, NASA, Google, Oracle, Google, Samsung, Fujitsu, Sony, Nvidia, AMD, Univa, Altair, GitLab, Supermicro, Arm, Qualcomm, ZTE, Infinira, Ciena, II IV, Finisar, Viavi, Nokia, Boston Ltd and many more.
- Providing exceptional after-sales services to advertisers, ensuring that goods or services meet expectations.
- Organising and keeping up to date, two advertiser and sponsorship databases, using the CRM system and in respect of the provisions of data protection legislation.
- Providing intelligence, analysis, and feedback from the markets served by the title.
- Building and maintaining an excellent working relationship with the editors as well as the advertisers - is integral to the success of any magazine.
- Increasing print spending across Quarter 1 of 2020 by £6000, over the same quarter in 2019, despite the current economic landscape.
- Recording the highest April for digital spending in 2020, with an increase of nearly £2000 on the previous highest year (2018)
- Launching the inaugural Fibre Yearbook, with an opening revenue of nearly £20,000 - in a very short space of time - during my first year at the business.
- Instrumental in helping the editor to bring Fibre System’s LinkedIn following from 0 to 1,200 in less than three months

Business Development Manager – Arrow ECS November 2016 - April 2019

- Arrow Electronics is a Fortune 109 technology solutions company with 2019 sales of \$28.7 billion
- Working with resellers and MSPs to deliver training on f5 technologies, Deep Secure and Thales, assisting my accounts on f5 and Thales queries and projects.
- Looking after accounts but not limited to such as Capgemini, CGI, Telefonica, Bluechip, Orange, Secure Data, Atos, DXC, Accenture, HCL and many more.
- Ensuring all accounts were kept up to speed on the GDPR-related issues and queries and providing GDPR stack solutions with multiple vendors within Arrows portfolio.
- Working with new and existing clients to assist with Trade summits to support my vendor’s message within the cyber security sector.
- Bridging the gap between my vendors and resellers/MSPs using cross-business negotiation on projects to help win business.

- Promoting and facilitating a qualified and swift deal registration process as often other competitors are also looking at the same opportunity.
- Delivering marketing campaigns to promote the f5 technologies and generate leads for my accounts.
- Using Arrow's CRM and quoting software to deliver quotes to customers with a quick turnaround - was key to my accounts' success due to the competitiveness of the industry.

Sales Executive – Audio Analytic Cambridge March 2016 - November 2016

- Prospecting via LinkedIn and trade show attendance to seek out key customers in specific areas of interest in the smart home sector.
- Building relationships with new and existing customers, doing technical presentations and explaining the brand-new and innovative software sensors.
- Looking after accounts such as Ambarella, NXP, Sonos, Denon, Texas Instruments, Samsung, Honeywell, Flir, Microchip, Qualcomm, Micron, Nest, Hive, Vivotek, Home8, Logitech, ring, ecobee, Neos, Angee.
- CRM management (Salesforce). Using the calendar to set up Skype, WebEx conference calls and schedule meetings. Updating meeting minutes. The CEO uses the CRM to keep updated with account manager activities, so the information needs to be detailed and organised.
- Guiding clients through the sales process starting with arranging for Audio Analytics' evaluation kit to be sent for customer demonstrations. On the success of the evaluation, a pricing proposal is drawn up after successfully negotiating the Non-refundable engineering (NRE) which will depend on the volumes of licenses agreed. Once the proposal is agreed I prepare a statement of works (SoW) to be booked in with engineering and simultaneously a license agreement will also be drawn up.
- Producing and editing instructional videos for customers on how to demonstrate Proof of concept (PoC) builds for their investors and new customers.
- Marketing up-to-date trends and news via LinkedIn, keeping new and existing clients abreast of where the company sits in the market.

Account Manager – Pulsar Light of Cambridge December 2014 - March 2016

- Taking ownership of overseeing the sale right the way through from manufacture to installation - including a great deal of problem-solving.
- CRM (Daylite) management. The CEO used the CRM to keep updated with account manager activities, so the information needs to be detailed and methodical.
- Following up on communications with large tenders, continuously making sure vital information is being fed through to keep the customer onside and fully up to date.
- Remaining a sound head and mind for whatever eventualities may come and actively process efficiently and cohesively.

Sales and Service Technician – Dutch Engineering November 2011 – December 2014

- Building and maintaining relationships with clients, finding new business, visiting new and existing customers and tendering for large projects.
- Carrying out thermal surveys and valve commissioning at client premises.
- Preparing and undertaking customer presentations to demonstrate product specifications and technical advantages.

- CRM management, including making sure any future appointments are scheduled appropriately according to customer preference.
- Carrying out all company draftsman responsibilities: drafting AutoCAD drawings to represent alterations made to product, for customer approvals.
- Managing workshop: overseeing imports and exports, maintaining quality assurance standards of the product, setting up all electrical and pneumatic actuators to valves, leak testing valves, and warehouse duties.

Television Roles - Various November 2008 – June 2011

Editor - RaceTech & Channel 4 Racing,

Researcher, the assistant cameraman - 'Made in Chelsea'

Assistant editor - Screen Academy & Pulse Films

Production Runner – 'Louie Spence Show Business Finale' ITV Productions -

Shooting Researcher – 'Ark Royal' Discovery Channel

Postproduction Client Service Runner - The London Studios

Awards Officer/Media Materials Coordinator- Ability Media Awards

Freelance Editor and Camera Assistant - Media Works

First Assistant Director and Production Manager -16mm short film 'Mayfield Porter'

EDUCATION

Sept 2006 – June 2009 University of South Wales - BA (Hons 2:1) Bachelor of Arts in Film and Video

Sept 2004 – June 2006 Glamorgan University - HND Media Production and Technology

Sept 1999 – June 2000 Loughborough University - Art Foundation Studies BTEC A-levels –

Mander Portman Woodward, Cambridge - Art A, Classics (Greek Mythology) D G.C.S. Es - Mander Portman Woodward, Cambridge, Math's B, English C, Speaking & Listening B, Biology C, Chemistry C, Art A*

COURSES Huthwaite International Spin Selling – 2014 Level 2 Qualified AutoCAD Engineering – 2012 Transmedia Apple and Adobe Approved Centre Level 1 and 2 in Adobe After Effects, Advanced Level in Final Cut Pro – 2009