

CompTIA Community – UK&I Manchester Meeting 2024 Genius Café Bios



Tristan Bateup – Sales

Channel Director UK& Ireland, SonicWall

Tristan has worked in cyber security for over 15 years helping channel partners arm themselves with the right technology and services to offer the highest level of protection to their customers. He has worked on both the distribution and vendor side of the cybersecurity industry and is currently Channel Director for UK and Ireland at SonicWall where he is responsible for building and expanding a community of trusted partners and customers and driving growth in the region. Tristan speaks regularly at events throughout the UK and Ireland and is an expert in the ever-evolving cyber threat landscape.

How I can help:

- Removing complexity to enable sales team to have conversations around Security.
- Aligning Cyber industry buzz words to measurable business impacts for your customers and prospects.
- Helping MSP's tell the story of the value they offer in a constantly evolving threat landscape.

Connect with me:

LinkedIn: <https://www.linkedin.com/in/tristan-bateup-0900173a/?originalSubdomain=uk>



Jack Cooke - Sales

Channel Development Manager, Datto (a Kaseya Company)

Jack Cooke began his journey in the channel at Datto in 2018 where he helped the sales team move into EMEA markets that hadn't previously been a focus for the company. After several successful years he transitioned to a strategic role working with some of the fastest growing MSPs in the UK/I market, before his current role as a Channel Development Manager. Now with a focus on Industry events and partner enablement, Jack spends his time helping MSPs with their GTM strategy and making the most out of their tech stack. Around this Jack also represents Kaseya at industry shows, Kaseya's partner events and technology/cyber conferences around the world, connecting with Managed Service Providers of all shapes and sizes.

How I can help:

- How you can effectively position Cybersecurity to your client base and improve their understanding.
- Different ways you can level up your QBRs to engage your key clients.
- Developing an events strategy that aligns to your business's sales goals in 2024 and beyond.

Connect with me:

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Claire Jenks - Marketing

Jenks Creative

Claire Jenks is a self-proclaimed process geek and lover of community. Building on the skills learnt from running her own successful business and through her career, Claire's mission is now to help MSP owners become the best they can be, grow successful businesses and ultimately live a happier life by helping them get out of their own way.

As an integrator and implementation sidekick, Claire supports others on their journey by adapting into roles that will help them turn their vision into reality. She has become well known for her approach of getting to know businesses inside and out, resulting in business growth and momentum.

Claire can now be found at many MSP industry events and is the the leader for the Tribal Meetups in EMEA, supporting the facilitators and the members who attend. She is also the host of The MSP Channel Diaries podcast and a speaker and moderator on all things marketing, productivity and business success.

How I can help:

- How to define your target market and speak to them
- Where to start with implementing marketing activities
- How to use your personal brand in your marketing

Connect with me:

LinkedIn: <https://www.linkedin.com/in/clairejenks/?originalSubdomain=uk>



Mark Kent – Sales

Head of Channel UK&I | Kaspersky

Mark Kent is an accomplished IT professional with a proven track record of leadership and innovation in the technology sector. As the Head of Channel UK&I at Kaspersky, he plays a pivotal role in shaping the company's strategic direction and ensuring seamless collaboration between Kaspersky, our Partners and Customers.

Mark has cultivated a deep understanding of the evolving cybersecurity challenges facing organizations today and brings a wealth of experience to the table, gained through 10+ years of dedicated service in the industry. He has consistently demonstrated a keen understanding of market trends, fostering strategic partnerships, and implementing cutting-edge solutions that drive business success.

Before assuming the role of Head of Channel at Kaspersky, Mark held key positions in Distribution, Channel and Sales Back Office roles and is widely recognized for showcasing his ability to deliver results and exceed organizational objectives.

How I can help:

- Uncovering Concerns
- Objection Handling
- Account Management

Connect with me:

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Yvette Laister – Marketing **Interim Group Manager, Field Marketing, ConnectWise**

As the Group Manager for Field Marketing across EMEA and APAC at ConnectWise, Yvette is a highly accomplished professional with an impressive track record in the B2B technology industry. With over 20 years of experience, she has held key marketing roles at some of the world's leading global companies, where she has consistently demonstrated her expertise in driving successful marketing strategies and executing impactful demand-generation programs.

Yvette's passion for marketing and her deep understanding of the industry have enabled her to develop a keen eye for identifying opportunities and leveraging them to deliver exceptional results. Her ability to navigate complex market landscapes and adapt to ever-evolving trends has made her a trusted leader in the field.

But Yvette's mission goes beyond just achieving marketing success. She is driven by a genuine desire to bring enthusiasm to the most aspirational technology brands and make a real difference in the channel. She understands that it takes more than just a cookie-cutter approach to stand out in today's competitive landscape. It requires a unique blend of creativity, strategy, and that special something extra to truly capture audiences' attention and leave a lasting impact.

How I can help:

- Understanding your USP in a competitive environment
- Go-to-market plans/strategies
- Segmentation strategies to make campaigns more effective and therefore your profitability increasing

Connect with me:

LinkedIn: <https://www.linkedin.com/in/yvettelaister/>



Caitlin McGregor – Marketing
Chief Marketing Officer, Supportwave

Caitlin is an accomplished marketing professional with a diverse skill set and a passion for driving business growth, strategy, and brand management. Caitlin is a dynamic marketing generalist whose expertise is focused on SEO, PPC, and marketing strategy with a proven track record in digital marketing, strategic partnerships, and B2B marketing.

How I can help:

- Brand building
- Go to market strategy
- PR strategy

Connect with me:

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Chloe Schofield - Sales

Sales Manager and Content Lead, Brigantia

Chloe Schofield is an accomplished IT professional currently serving as the Sales Manager and Content Lead at Brigantia, a leading value-added cybersecurity distributor. With a career marked by exceptional achievements, Chloe has been a pivotal force in driving Brigantia's annual recurring revenue to unprecedented heights.

In her role, Chloe has contributed significantly to financial success and has also played a key role in expanding Brigantia's team by cultivating a robust and capable sales force. She led a noteworthy project to inspire the next generation to explore careers in IT sales, showcasing her commitment to industry development and mentorship. Chloe's dynamic personality has been instrumental in her success as a sales professional. Over the years, she has cultivated strong relationships with channel partners, earning their trust as a reliable advisor on following best practice and recommending the best cybersecurity solutions for their clients.

Chloe holds a BA in English Language and Linguistics, complemented by an MSc in Digital Marketing and Data Analytics.

Chloe takes pride in being a finalist in the prestigious 2023 CompTIA Spotlight Awards, recognised in the Future Leader category. Actively engaged in the industry, Chloe has participated in various events, including CompTIA's UK/I, Advancing Women in Tech community meetings, and prominent conferences such as the Managed Services Summit and Infosecurity Europe.

Chloe aspires to contribute further to the industry's future growth and development. Her multifaceted background, dedication to cybersecurity excellence, and commitment to industry advancement and thought leadership make her a standout professional in the field of sales and innovation.

How I can help:

- Sales enablement/prospecting techniques
- Event planning
- Market differentiation

Connect with me:

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Marino Vigliotti - Marketing
Account Manager, CoreTech

Marino has 30 years of Technical and Business experience in B2B, having worked for Vendors and Distributors both in the UK and international markets.

He works for CoreTech, a Cloud Provider and Cyber Security Distributor. He has a dual role, as a Sales Account Manager for the Italian Market and as an International Business Developer Manager for the UK and other European countries.

He helps MSPs, especially the emerging ones, to shift from a purely technical and reactive approach towards a Sales-driven mindset and Marketing-based approach to compete in the constant IT-changing paradigm

Marino researches Behavioral Science and Behavioral Economics, he applies their findings to Sales and Marketing areas to achieve better results for his company.

Previously joining CoreTech he has run large Technical Support teams and World Wide Sales Engineering Teams.

Marino grew up in Italy and after graduating in Computer Science moved to the UK where he has spent all his career, he lives in Cambridge. He holds an MBA from Open University (OU).

How I can help:

- LinkedIn
- Website
- Newsletters

Connect with me:

LinkedIn: <https://www.linkedin.com/in/marinovigliotti/>