

Genius Café 6 April Biographies

Cybersecurity

Ian Thornton-Trump, Chief Information Security Officer, Cyjax. @phat_hobbit



Ian Thornton-Trump CD is an ITIL certified IT professional with 25 years of experience in IT security and information technology. From 1989 to 1992, Ian served with the Canadian Forces (CF), Military Intelligence Branch; in 2002, he joined the CF Military Police Reserves and retired as a Public Affairs Officer in 2013. After a year with the RCMP as a Criminal Intelligence Analyst, Ian worked as a cyber security analyst/consultant for multi-national insurance, banking and regional health care verticals. Today, as Chief Information Security Officer for Cyjax Ltd. (UK) & Chief Technical Officer of Octopi Managed Services Inc. (Canada), Ian has deep experience with the threats facing small, medium and enterprise businesses. His research and experience have made him a sought-after cyber security consultant specialising in cyber threat intelligence programs for small, medium and enterprise organisations. In his spare time, he teaches courses for CompTIA, is an adjunct faculty member of the London Graduate School and owns a recording and live streaming studio in London, UK.

Ian can help you with:

- Becoming an Intelligence Lead MSP and gaining situational awareness of your customers security posture
- Managing your MSP customers risk to YOUR business
- Building a solid security stack which is effective in defeating cyber-attacks
- Engaging in the “Security Sales” conversation and following best practices and the latest channel trends.

Cybersecurity

Kevin Rasdale, EMEA SE Team Leader, Arcserve



Kevin has a 15+ year career working in technical sales and support. During that career, Kevin helped establish an EMEA North Channel business for Backup and DRaaS. He is the EMEA SE Team Leader for ArcServe and helps partners and end users understand the challenges that operating an Enterprise estate face in the modern world.

Kevin can help you with:

- Understanding the current challenges that you can face with backing up a modern enterprise
- How to prepare for and combat Ransomware
- Developing a disaster recovery plan to be prepared for any scenario.

Marketing

Dave Sutton, Managing Director, Wingman

@wearewingmanuk



Dave has a 10+ year career working in technical sales and marketing roles within the MSP industry. During that career, Dave identified challenges within his own MSP business where generating successful marketing campaigns and acquiring new leads were concerned; agencies did not understand the sector or how to best frame technology for buyers' eyes, and it was always a challenge in finding the time, expertise and resource to do it fully in-house. Finally taking the plunge some years later, Dave founded Wingman – an agency dedicated to helping MSPs overcome hurdles to growth with tailored sales & marketing services. Wingman, now approaching its fourth year, works with over 30 MSPs globally on an 'all done for you' model.

Dave can help you with:

- Providing insight, advice and expertise into any sales or marketing challenge within the sector
- If you are an MSP / VAR and are looking to get your growth back on-track post-COVID
- Providing guidance on the best approach and strategies you can begin implementing.

Marketing

Harpreet Narang, Senior Marketing Consultant, Advanced Solutions, Ingram Micro UK



Winner of CRN Women in Channel 'Marketing Employee of the year' award 2020, Harpreet has 12+ years' all-encompassing experience in Marketing. She heads the Advanced Solutions Marketing at Ingram Micro, UK where she closely works with leading Enterprise vendors such as HPE, Cisco, Dell, APC etc. to develop and deliver their full-funnel strategic marketing plans including digital marketing, data-driven lead and demand generation campaigns as well as sales engagement to deliver a strong ROI. Working with MSPs to provide value add 'Marketing as a service' by developing bespoke marketing plans and activities aligned to their business objectives, is a key area of her expertise. She has introduced innovative 'go to market' offerings across the business to enhance partner and sales engagement and enablement, supporting overall business growth. Strategic, creative, analytical and hands on marketing leader with an entrepreneurial mindset, Harpreet likes to drive revenue growth through robust marketing strategies. She also enjoys coaching and mentoring marketing teams and hosts 'Coffee with Women in Tech' podcast.

Harpreet can help you with:

- Marketing strategy and plans aligned with commercial objectives to drive business growth
- Bespoke advice relevant to your business and challenges as 'one size doesn't fit all'
- ROI driven, creative, smart Marketing programmes and campaigns to enhance customer experience and engagement
- How to get sales and marketing alignment to drive best results.

Sales

Alicia Shepherd, Sales Director, Terra Computer UK



Alicia is an award winning Sales Director at Terra Computer UK a subsidiary of the Wortmann Group, Europe's largest Independent System Integrator with over €2billion

turnover.

Her career has spanned over 20 years and has encompassed sales & leadership roles within several Blue-chip IT organisations.

Terra Computer has increased its presence within the MSP community and is now a recognised brand synonymous with quality and service.

Her innovative approach to sales has helped many MSP's profitability increase, wrapping hardware with services.

Alicia's infectious and likeable personality has earned her respect within a male dominated industry.

Alicia will drive anywhere in her territory to offer hands on Sales & Product training based upon the importance that she places on face to face contact and is excited to be a part of the first in person meeting CompTIA event in 2 years and to be hosting a Genius Café.

Alicia can help you with:

- The Global Supply Chain Challenge – understanding what is driving this and the effect on all parts of our lives

Plus insights into:

- Core Values
- Customer Acquisition
- Sales Training

Sales

Paul Fuge, Director of Business Development, Inbay



With over a decade of business development experience including front line tech sales and MSP account management, Paul has varied experience of the good the bad and the ugly of trying to build relationships and business in the IT space. Since joining Inbay, the

company has diversified in a number of areas and delivered record growth over the last 24 months. Throughout this period, the business has had to deal with the challenge of COVID, as well as recruiting, training and motivating a sales team remotely in an ever changing marketplace.

Paul can help you with:

- Identifying the challenges of selling in a post COVID world
- Helping to design the structure of a sales team, getting the right people into the right places
- Building a winning sales culture, even if we are not all together.

Finance

Daniel Welling, Director, Welling MSP



Daniel started his career in IT in 1995, following a sales track, working for VARs and quickly developing a consultative approach to new business and account management, leading to Sales Management within a few years.

Daniel can help you with:

- **Chart of Accounts review;** Bring a copy of latest management accounts (monthly P&L + Balance sheet) and we will run through how effectively you are using nominals to understand

The urge to do more resulted in forming an IT support business (what today we call an MSP) in 2002 which developed over the following 12-years with the obligatory highs, lows and lessons learned. In 2014 the opportunity arose to exit the business in a trade sale, allowing Daniel to pursue his non-IT interests, which have included further highs, lows and lessons in the fields of motorsport and soft drinks, whilst remaining involved with the MSP market through being an active member of MSP communities, taking a part time role with the acquirer of his business and growing a base of other MSPs with whom he has worked as a mentor, recruiter, M&A deal maker and advisor.

More recent commercial interests include co-founding The MSP Finance Team, delivering MSP-tailored bookkeeping and accounting services.

In 2020 Daniel was elected to the CompTIA Executive Council for the UK Business Technology Community whilst also coordinating the London SBSC (now Tech Tribe) MSP regular meet ups.

your business performance and any quick tips to improve

- **Profitability management review;** Talk me through the processes and systems you use to monitor and manage client, contract and business profitability and I can then offer an opinion and any opportunities to improve
- **MSP Business Valuation;** I can walk you through my valuation methods, including the EBITDA multiplier model (plus explain adjusted and normalised treatment), and if you know your numbers I can give you a valuation range on the spot.