
Paul Farrelly

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Professional Summary:

Experienced executive in technology GTM, business strategy and sales leadership with a proven track record delivering business development and sales management execution for next generation technology led organisations. Proven major success across the global communications and network managed services, ICT solutions and cloud platform marketplace. Comprehensive experience developing both direct customer and complex partner led business solutions within the B2B and B2B2X business environments. Numerous new technology introductions and market development projects completed over 30 years of execution for Computacenter, BT Global Services, Accenture, Nokia Networks and Digital Space.

Core Skills and Competencies www.paulkfarrelly.com

Global Fixed and Mobile Communications / Sales and Business Development / 5G RAN and Core / SD-WAN / MPLS / UC / Telco Cloud / GTM Strategy / Consulting Sales / Digital Transformation / Cloud / Corporate Strategy / Services Sales and Solutioning / Global Services / New team setup and management / Global M&A Sales and Technology Delivery Execution / Strategic Partner Management / Digital Business Platform model introduction / Market Strategy Development and Execution / Business Model Design & implementation / Strategic Partnering and Alliances Development / New Technology and Solutions GTM Introduction / Sales Model Design

Career Summary

Digital Space
November 2020 to current

Chief Digital Officer

Outline

Reporting to the Managing Director and a member of the executive management team. Joined the then named Timico in Nov 2020 to drive the business transformation and long term business GTM strategy of the PE owned Timico from a struggling Network ISP and basic hosting provider into a Secure, Connected Cloud Managed Services Provider in the UK Enterprise and CMM sectors. My task was to transform the old CTO role into a customer centric CDO driving our Digital Transformation to MSP to enable the Horizon owned PE exit in late 2022. This was completed in Nov 22 with the sale to new PE Graphite Capital.

- The then Timico was struggling with an outdated product management function and disjointed GTM.
- First 100 days put together the 2-year plan to transform the business including the rebrand to Digital Space
- Consolidated the product management, solutions architects and presales teams and moved them all from operations into a single customer facing sales and marketing business introducing agile and CX driven portfolio management and solutions led MSP offerings with integrated portfolio and presales.
- Introduced one of the UK's first E2E SDWAN managed services with a new partnership with Fortinet leading to Digital Space now being one of the top 3 MSPs in the UK market sector.
- Introduced a new GTM as wholesale MSP for 8x8 integrating the 8x8 / Teams and SIP capabilities into the Fortinet SDWAN platform delivering an E2E managed service for major customers in Retail / Hospitality / Professional Services / local government and Construction.
- Built a brand-new team of portfolio and product leads for Connected, UCaaS, VDC, Cloud, Hosting and Security along with a new ecosystem of strategic partners across security, mobile data and telecoms.
- In 2022 grew the new business solutions by 200% on SOI and 400% on TCV as we moved from simple network 1 year ISP contracts to 3 and 5 year multi portfolio E2E Managed Services.
- Transformed the internal product management and basic operations business model into a cloud first agile operating model enabling new portfolio and solutions to be taken to market in weeks from the then 9 to 12 months product cycle.
- Drove a new tools and automation program to link the various management platforms, Salesforce.com, CPQ and ServiceNow into a Digital Ecosystem enabling the transformation to a new target operating model with self service, shared SDWAN management access and an E2E service for the PSTN SO.
- Developed training and 1:1 mentoring across the Digital Space sales force to transform from ISP to MSP

Symbox Ltd
March 2020 to Sept 2020

Head of Business Development (6 Month consulting contract)

Outline

Reporting to the CEO and founder. Consulting engagement to define and structure Symbox's 3-year business plan and potential IPO / M&A. Following completion, the founder decided to remain as a lifestyle business and not IPO. Symbox deliver digital software solutions for the Telco and Media industries.

- Management Consulting engagement with view to permanent SLT/director role and equity investor
- Introduced by Egostream a specialist organisation for growing technology companies looking at IPO/M&A
- Introduced brand new business model transformation from 80/20 Professional Services and Software licencing business model to an 80/20 SaaS led annuity-based software delivered platform business model.
- Led the strategy and business development to prepare Symbox for private investment equity / venture capital or industry acquisition or merger.
- Introduced and executed B2B2X partnering strategy GTM with CTO and Head of Professional Services using AWS as prime Cloud partner. Instigated membership of the TM Forum for new product solutions and to enable Symbox delivery of global CSP market growth using the TMF Framework.
- Architected new GTM strategy including web presence / inbound lead generation / strategic business partnering and existing solutions expansion across Symbox client base

Nokia Networks

Head of Digital Transformation Strategy - (Nokia Group)
Head of Telco Cloud Sales (Nokia Global Services)
IT & Telco Market Maker (Nokia Global Services)

from 2016
from 2012
from 2010

July 2010 to March 2020

Outline

Reported to various members of the Nokia Executive team over 10 years including Group COO for last 4 years following ALU M&A. Spearheaded new technology sales development and GTM initiatives across Nokia's Global Services, 5G and Telco Cloud along with leading Nokia's global Digital Transformation. The original engagement was PKF but I was asked to join full time due to criticality of role.

- Led the development and implementation of Nokia's global digital transformation strategy including Digital Sales and customer experience / DEVOPS / ML and AI along with building a global execution team.
- Represented Nokia within the TM Forum and drove key engagements with global partners incl Bearing Point / BT / Salesforce.Com and Accenture.
- Spearheaded the Nokia Digital Marketplace and Ecosystem development team into Salesforce and the wider Microsoft / Nokia Ecosystem driving the customer E2E experience from 6 months to 6 minutes.
- Headed the Nokia Telco Cloud Core Solution team development and early GTM with Global Services.
- Drove the Nokia strategy for solutions and propositions for Telco Cloud, Virtual Network Functions and the Nokia IoT strategy through the Global Professional Services and outsourcing GTM.
- Customer facing business consulting with Nokia's largest customers including Vodafone / Telefonica / Verizon / AT&T / DT / Orange / 3UK / China Mobile / China Telecom and BT Group.
- Senior member of the global leadership team driving and presenting strategy and business development plans to the global sales and presales organisation on an annual basis.
- In 2016 designed and led a 50 FTE globally diverse Agile and SAFe business solutions team across EU.
- Member of the executive team reporting to Nokia COO who drove the Alcatel Lucent M&A in 2016

PKF IT Services Ltd.
Jan 2007 to July 2010

PKF Managing Director and Lead Consultant

Outline

Setup and ran my own management consulting business to allow time with my young children and develop my C level business experience and execution.

- Delivered high level executive IT consulting and technology sales management and development
- Delivered interim CIO/IT management for a GP provider in the NHS supplier ecosystem.
- Delivered consulting and planning on IT and networking strategy including RFP management.
- Implemented the first UK service provider IT and network service for GP's into the NHS.
- Delivered consulting and support for organisational for location moves and post M&A integration
- Implemented Hosted VOIP and remote network services for several SME clients
- Advised and delivered various hosted IT solutions including network managed services
- Clients included SME's as well as major clients such as the EBRD / NHS and Heathrow Terminal 5.

Accenture Plc
Sept 2005 to Jan 2007

Business Development Director for EMEA

Outline

Reporting directly to the head of ATIS (Accenture Technology Infrastructure Services) a newly formed group in Accenture offering E2E IT and Network managed services. Led Accenture's early specialist team development into the European Communications Services Providers.

- Led the formation of a new ATIS EMEA group to address Accenture's requirements to deliver global Infrastructure Technology Outsourcing (ITO) as the foundation to the existing key business areas of BPO, Applications Outsourcing and Consulting.
- Oversaw the EMEA business development for Network and Telecoms outsourcing and Remote Managed Services. Pioneered the Accenture ATIS development of their NMS solutions and GTM
- Member of the Accenture's Global team leading networks and comms strategy and delivered coaching and direction to the European Telcos and strategic partners such as Cisco Systems, Juniper, BT Global Services, Verizon Business and Orange Business Services.
- Delivered the first end to end remote managed services ITO for EMEA.
- Achieved ITO sales of \$ 1.3 billion against a target of \$ 1.1 Billion for 2005/6.