

# Daniel Barham

+44 (0) 7825 104 317

dlabarham1981@gmail.com

www.linkedin.com/in/danlbarham



Scan to view CV online:  
danbarham.co.uk

An experienced category & sales leader with a passion for technology & innovation



## Professional Profile

A highly driven & outcome oriented professional with a proven track record in building & executing go-to-market strategies, stimulating category growth whilst increasing profitability. With a passion for technology & innovation, I pride myself on developing meaningful longterm business relationships, leading & motivating winning teams - all whilst driving towards top-line company objectives.

## Skills

- Category & Sales Management
- GTM Strategy & Planning
- Business & Program Development
- Public Speaking & Story-Telling
- Data Analysis
- Sales Enablement
- Team Leadership & Development
- Partnerships & Alliances

## Education

CIM Certificate in Marketing - Distinction  
3 A Level passes. Grade B-C.  
English Language & Literature.  
Business Studies  
General Studies  
11 GCSE passes, Grade A-C

## Career Achievements

2022 HP 'Manager of the Year' in Northwest Europe

2021 HP 'Presidents Club' Winner (1 of 30 employees worldwide)

+10% revenue growth, +53% GM growth Q419-Q420.  
#1 IDC Workstations for first time in UK&I.

Category revenue & GM growth +24% in FY18 (\$140m rev & \$23m GPM).

Achieved 5 consecutive record Workstation shipment quarters Q218-Q219, gaining 2pts y/y share.

Achieved 65% y/y Mobility category growth in FY17 - highest growth rate in HP EMEA region.

Responsible for 15% revenue / 10% GM growth in 2014 - \$280m rev / \$25m GM.

Increased annual category revenue from \$130m in 2006 to \$260m in 2012.

Achieved an average of 112% vs annual category quota between 2006 & 2015.

## Career Summary

November 2021 - Present Day

### Market Category Lead, Northwest Europe

- Responsible for \$2.5Bn annual PC revenues across UK&I, Nordics & Benelux region
- E2E ownership of Market 4P strategy, GTM planning & execution
- Lead, motivate & develop 5x 4P Category Managers across Commercial, Consumer & High Performance Compute categories
- Business analysis, reporting & communications up to WW CEO level.

November 2019 - October 2021

### UK&I Business Unit Manager, Advanced Compute & Cloud Solutions

- UK&I Market Leader for \$160m annual business, delivering \$23m GPM.
- E2E ownership of UK&I GTM & 4P strategy, planning & execution.
- Lead, motivate & develop 8 Specialists across category, channel & end-user sales functions
- Close interlock with Market / GBU product & business management teams <Exec Level.

February 2017 - October 2019

### UK&I Category Lead, Advanced Compute & Cloud Solutions

- 4P category management, planning & execution.
- P&L management, financial forecasting & business reporting.
- Market NP lead for ZbyHP Workstation launches.
- Sales enablement & development - Internal, channel & end-customer.

March 2015 - January 2017

### UK&I Business Development Manager, Commercial Mobility

- Ownership of UK&I Mobility business development plan strategy & sales execution.
- Business Development & sales enablement - Internal, channel & end-customer GTMS
- 4P category management, planning & execution.
- P&L management, financial forecasting & business reporting

July 2012 - March 2015

### UK&I Head of Category & Vendor Alliances

- E2E ownership of GTM strategy, planning & sales execution.
- Strategic partner management - HP, Lenovo, Dell, Apple & Microsoft and Intel.
- Lead, motivated & developed a team of 5 Business Managers & 3 Product Sales Specialists.
- End-to-end management of a \$15m rolling stock portfolio.
- Forecasting, budgeting & quota setting in partnership with Senior Executive / Board level

July 2006 - July 2012

### Business Manager, UK&I, Commercial Compute

June 2004 - June 2006

### Marketing Executive, UK&I

June 2003 - June 2004

### EPOS Marketing Executive

