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A
LIST
2023

*MEET SOME OF THE MOVERS
AND SHAKERS THAT MAKE
UP THE CHANNEL ELITE*

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Welcome to the CRN A-List 2023

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“Spicy questions this year, I see”. That was the retort of one of the 125 UK channel leaders featured in this year’s *CRN A-List* upon viewing the brainteasers facing them.

After two years of Covid-induced naval gazing, this year we have injected the enjoyment factor back into our annual who’s who of the channel, presenting our executives with eight posers designed to tease out their fun, thoughtful and irreverent sides.

The industry luminaries featured in this *A-List* are responsible for the majority of UK IT hardware, software and related IT services sold into UK SMB, enterprises and public sector organisations.

Some 86 of them work for *CRN*’s core audience of VARs, MSPs and IT consultancies, 16 for vendors, 18 for disties and five for other types of companies. Some 39 – or 31 per cent – are women.

But when they’re not engaged in the daily grind of running a business on the front line of the UK IT channel, what makes them tick?

Whose warning label would read “boring old fart: approach with care” and whose “ear protectors may be required”?

From “never be the smartest person in the room”, to “always leave an audit trail”, what are the biggest business lessons our leaders have learned, and from whom?

Which industry bigwig (who was, incidentally, nominated by more of her fellow A-listers than any other bar Elon Musk and Satya Nadella as the tech leader they most admire) claims she learnt the gift of resilience from her first job working on the pot wash at her local Littlewoods café?

What were the last tomes thumbed by Computacenter’s Mike Norris, Softcat’s Graeme Watt and Insight’s Emma de Sousa, and were they any good? For the answers to these questions, read on.

Two years ago, we scrambled to overhaul the *CRN A-List* for the Covid era. With the execs featured having spent the previous six months largely holed up in their home studies, we asked them about their lockdown guilty pleasures and ideal Zoom party guests.

Printed just before Omicron, last year’s *A-List* retained some of the insular feel.

Though 2022 has hardly been a jolly affair, it’s right that this year’s supplement once again reflects the industry’s confident and outward-looking character. Indeed, the return to office and in-person events was the dominant theme when we asked our leaders for their highlights of the year.

We hope you enjoy reading what our 125 channel leading lights said in their responses as much as we did.

Doug Woodburn
head of
channel
research, *CRN*



Purpose trumps profit

Agilitas is proud to be continuing its affiliation with the *CRN A-List* and I would like to personally congratulate all those who have deservedly been listed. This annual almanac looks to recognise the key players in the UK technology channel, celebrating their valuable contributions to the ongoing growth and success of our ever-changing industry.

The *CRN A-List 2023* comes at a pivotal time. Despite massive strides in the industry's journey to net zero, we are now facing external challenges and fears that are growing around the future of our planet. Most recently, we saw the ban on fracking revoked in line with soaring oil and gas prices, which will significantly imperil our climate targets and in some cases cause efforts to be paused or even reversed.

Due to the cost of living, people are already spending less on goods and services, with increasing concerns that budget constraints will force them to choose less sustainable options. This was followed by consumers expecting more from the companies they associate with in terms of their ESG efforts and using a more local supply chain.

Businesses need to increasingly look to work with others who share the same values and ethos about the future of our planet. As part of this, channel leaders need to define a company's purpose and communicate it to team members, customers and partners.

Here at Agilitas, we define purpose as 'acting with impact through eco-friendly processes to create a better, more sustainable future'. We are dedicated to our pledge to 'Act with Impact', which demonstrates our commitment to a sustainable future. Our three core pillars – Planet, People and Partners – have set out a roadmap to achieve a carbon-positive workforce by 2030 and a carbon-neutral operation by 2040. We also support our channel partners with sustainable solutions and services, in the form of joint climate initiatives, access to local supply chains and our e-Ventory charter.

Technology channel businesses must look beyond financial gain and broaden their definition of value, to include environmental and social responsibilities that will contribute to hitting Net Zero goals.



This ongoing commitment was highlighted in the latest Agilitas Channel Confidence Index, which found that many technology channel businesses are already shifting their mindsets, with almost half (46%) stating that they measure purpose and profit in equal measure. Of those remaining, more companies (18%) are prioritising environmental and social purpose over profit when it comes to their partnerships.

To understand the state of purpose, we also asked respondents to rate how confident they feel about the technology channel's ability to achieve this in the next 12 months. In response, 46 per cent said they valued purpose and profit equally. This resulted in an impressive 7.9 out of 10.

Agilitas and I are thrilled to join *CRN* in celebrating channel leaders in this year's *CRN A-List*. The future looks bright and purpose has come to the fore, with businesses increasingly looking to work with others who share the same values and ethos about the future of our planet. As we look to the future, these *A-List* visionaries have the influence to make a positive impact, even in the face of ongoing challenges and obstacles. Their commitment to driving sustainability alongside the channel's digital transformation manifesto means we are on the verge of an exciting period in our industry's evolution.

Richard Eglon, chief marketing officer, Agilitas

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A



HOLLY ANSCHUTZ
Channel director UK&I,
Extreme Networks

What has been your business highlight of 2022? In terms of personal achievement, my highlight of 2022 would definitely be that I received a double promotion from head of channel sales UK&I to channel director UK&I. In a broader business sense, it is difficult to pin down one highlight, but I think the recent launch of our new and improved partner programme has been a very important next step in our evolution as a leader in cloud networking. This year, we introduced a cool new feature of partner certification badges to provide partners with deeper knowledge, expertise and commitment to key issues.

If you were ruler of your own country, what law would you introduce first? A four-day working week – everybody could get their work done in that time and as a result, be a lot happier. More holiday entitlement and wellness days would be included in this law too!

Which channel or tech leader (outside of your own company) has impressed you

most in 2022? Ioan McRae, the CEO of Maintel, stands out as the most impressive individual for me. What I admire about Ioan is he's incredibly honest, straightforward and open. When working with him, there's no fluff and no noise, which in turn leaves no room for misunderstandings. He tries to simplify everything he does, but at the same time, you can always guarantee that he'll deliver on what he says he's going to do, which is the best way to run and drive a partnership. Goals are aligned and tied in on both sides, and there's no room for complications and misunderstandings. He's a very impressive CEO.

If you had a warning label, what would it say? "Warning: potential danger of sarcasm!"

What was your first job? My first job after leaving college was in The Randolph Hotel in Oxford. I was working as a waitress in a cocktail bar – that much is true! After that, my first full-time role was at an IT equipment distribution company Northamber, as a product specialist. I remained there for around 10 years, but moved between a few different roles.

What was the last book you read, and was it any good? I recently read *Undoctored* – a very funny story written by Adam Kay, who used to be a doctor. He also more famously wrote *This Is Going To Hurt*. The last audio book I listened to was *Greenlights* by Matthew McConaughey, which is essentially an unconventional diary of his life. I'm a big fan of his voice.

What's the most important lesson you've learned from another business leader or mentor? To remain calm – my immediate boss has been a really good mentor and advocate for this. The way he approaches tasks and challenges is very simple and structured. While he is incredibly organised, he also manages to distil things down and eliminate the unnecessary noise. He taught me to keep a level head and not to be pulled into the drama and chaos, which is a good lesson to learn and put into practice in our industry.

Who would play you in a movie of your life? Kate Beckinsale, simply because she's brunette and cool. She's got that energy of being a bit understated, but still classy and does her job well. As well as that, she's British and my husband is quite keen on her...



ANNA ASSASSA
CEO, Tiscki

What has been your business highlight of 2022? It has to be Tiscki winning the contract for National Highways. They've been a customer for a while and our team have delivered several projects, but the scope of this latest win is huge, it's fantastic.

We'll get to play a key role in their transformation, and I'm truly proud to say that. Of course, it's also great to have been chosen because it stands as a testament to the work we've delivered for them so far. They're a great customer to work alongside, and I'm thrilled to see our partnership grow.

If you were ruler of your own country, what law would you introduce first? Taking a stand against any sort of discrimination is massively important to me, in the workplace and in day-to-day life, as well. Diversity and inclusion is integral to Tiscki, and equal opportunities for all is something I wholeheartedly support. If I ruled a country, anti-discriminatory laws would definitely be top of my agenda.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? I really admire Vanessa Vallely OBE, who works really hard to shine a light on female talent in the world of tech. Women have a whole lot to offer this industry, and Vanessa uses her platform to make sure people are receiving that message loud and clear.

If you had a warning label, what would it say? It's got to be "honest opinions only"! And I actually don't think this is necessarily a bad thing when you own a business. I like to be honest and open with my team and I think that can take people by surprise sometimes, but I think it's the best way a leader can be.

What was your first job? As a teenager, I worked on a market stall in Covent Garden

selling ceramics, jewellery and other random bits to whoever would pay me the most. A world away from technology and my professional life now, for sure, but I certainly smile when I think about it.

What was the last book you read, and was it any good? I'm a non-fiction kind of girl. The last book I read was *Kleptopia*, by Tom Burgess. It takes a real in-depth look at dirty money and the goings-on that help sustain it. It's excellently written, and incredibly alarming.

What's the most important lesson you've learned from another business leader or mentor? Worry about the things you can change. I know it's easier said than done, but I think it's really important not to get too wrapped up in things out of your control, otherwise you could end up lying awake at night worrying about the economy, and all sorts.

Who would play you in a movie of your life? I'd like to say Gwyneth Paltrow – but Renée Zellweger is probably a little more realistic. There's more *Bridget Jones* in me than I'd care to admit!

JON ATHERTON
Group director, CI-Distribution
What has been your business highlight of 2022? Clearly picking up last year's CRN Best Distie award was a big highlight for CI-Distribution. In addition, I would have to also highlight that our fantastic growth and partnership with our gaming brands goes from strength to strength – MSI, ASUS and Razer.



If you were ruler of your own country, what law would you introduce first? Equality, equality, equality.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? There are so many great tech leaders today; many are doing a fabulous job in driving not IT innovation but also cultural values. We need everyone driving cultural change and mindsets.

If you had a warning label, what would it say? "Dangerous when hungry."

What was your first job? My first job was working at Jentech Data Systems. The owner, who sadly recently passed, was involved in the design of the Jensen Interceptor which was cool at the time and his go-to story. Back in the (coughs) 80s, I was set the task as a young IT engineer to make our own data cables, soldering the connectors to the cable. The company won an order from Everton FC for the first automated ticketing system in football's Division 1. I had to make hundreds of those damn cables.

I'm sure this would have been an H&S issue today.

What was the last book you read, and was it any good?

I tend to read factual books, whether they are biographies, history or the natural world. And for everything else I use Google.

What's the most important lesson you've learned from another business leader or mentor?

If you believe in something, ignore the doubters and the negativity... go forward. Sadly, human nature tends to focus on the negative and could-do attitude. I would like to think I have a positive outlook and try to encourage others to share in that mantra.

Who would play you in a movie of your life?

Some handsome, spectacle-wearing, heartthrob... that probably limits the pool of candidates.



RYE AUSTIN
Chief commercial officer, Core Technology Systems (UK)

What has been your business highlight of 2022? That's a tough call between 40 per cent organic growth and expansion into Scotland via acquisition of CompanyNet. Joining forces with CompanyNet takes the highlight for me.

If you were ruler of your own country, what law would you introduce first?

Assuming we already have a democracy and public healthcare and so on, my new law would be government-funded childcare for all working families.

Which channel or tech leader (outside of your own company) has impressed you most in 2022?

Outside the big global innovators such as Microsoft, Alphabet, Tesla, and so on, more locally, I've been really impressed with Mimecast. Not so much launching new 'first of a kind products', rather that they have continued to adapt and re-invent themselves to remain aligned to the continually evolving IT landscape and needs of customers.

If you had a warning label, what would it say?

"For best results, feed every three hours."

What was your first job?

System tester at Lloyds Bank Registrars.

What was the last book you read, and was it any good?

Jordan Peterson's *12 Rules for Life: An Antidote to Chaos*. It was certainly thought provoking and was nice to see principles (agree with them or not) being derived from science or data, rather than opinions.

What's the most important lesson you've learned from another business leader or mentor?

Not someone I've had the privilege of working with directly, but I've really embraced the well quoted stance on hiring from Steve Jobs, of hiring people better than yourself and hiring

smart people so they can tell us what to do.

Who would play you in a movie of your life?

If I was getting royalties, Tom Cruise. Not for the looks, height or his religious beliefs, but it's almost guaranteed to be a box office hit.



ANDRE AZEVEDO
CEO, Ancoris

What has been your business highlight of 2022?

There's always an important deal or two (we won a couple of key customers earlier in the year), or an important accolade (like being the only Google dedicated partner well positioned in an analyst's set of quadrants), but my highlight has to be the team we were able to bring together. We have more than doubled in size in the space of 12 months, but it's the quality of the team that is even more impressive. We hired very senior people and others who are at the beginning of their tech careers. They all came from different backgrounds and walks of life. And we also promoted dozens along the way, providing them

with accelerated career paths. Nothing makes me happier than this, so it has to be the highlight.

If you were ruler of your own country, what law would you introduce first?

I'd introduce a law forcing any subsequent ruler to surround themselves with the most competent team, or be ousted. I'm not sure about the technicalities of enshrining this in law though, but surely the top team would be able to figure it out!

Which channel or tech leader (outside of your own company) has impressed you most in 2022?

It won't come as a surprise to you that it will be someone from Google Cloud, the partnership that runs through our veins. Running the risk of breaking the rule, I'd call out both Simon Aldous (director, partners & channels UKI) for re-energising the partner ecosystem in the UK since starting in 2021, and Duncan Alldis (channel sales manager UKI) for relentlessly driving innovative ways of engaging with sales teams and customers.

If you had a warning label, what would it say?

"I'm not as strong minded as I may come across." On a serious note, I'd say that the thing most people misunderstand about me when we initially meet is that I have strong opinions. I do, especially at work, but that's down to being passionate about what we do. You'd be surprised how often I change my views when challenged or after a good discussion with the teams.

What was your first job?

My first properly paid job after

university was working at a very small media start-up as the founder's number two. I'm not sure why he thought an inexperienced grad would be right for a job running finance, sales, customer service, etc but I suspect it may have been the (low) salary. Somehow we made it work for longer than I expected, and ended up learning lots, including what not to do in the future.

While at university I used to help my dad deliver stuff to his customers, and then get to drive my uni friends in the van for the week.

What was the last book you read, and was it any good?

Not the last one, but something I read earlier in the year. There is this wonderful trilogy by Stephen Fry (*Mythos, Heroes and Troy*) about Greek mythology, its heroes and the Trojan war. It recounts the myths and tales as they passed through the generations, in his incredibly unique and witty style. I've actually listened to the audiobooks, which are also narrated by Stephen Fry.

What's the most important lesson you've learned from another business leader or mentor?

I always find that it is the little things I have taken from different mentors and resources throughout my career that make a huge difference overall, as opposed to one 'big lesson' (am I breaking all your rules?). However, if I had to pick one thing, learning to be able to step back, stop focusing on the details or just a part of an issue and cut straight through to the important bits, has to be the best advice I could give

anyone. It sounds simple, but it requires constant practice as it does not come naturally to most of us.

Who would play you in a movie of your life?

Fortunately, my life is too unremarkable to ever be considered for a movie, so no one will ever face that problem. If it happens, someone incredibly good looking please.

B



PAUL BARLOW
CEO, Servium

What has been your business highlight of 2022?

Growing the business by more than 20 per cent year-on-year.

If you were ruler of your own country, what law would you introduce first?

Ownership of all Premier League football teams would be held by their fans!

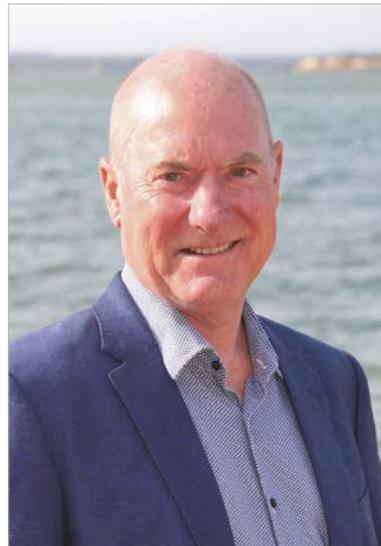
Which channel or tech leader (outside of your own company) has impressed you most in 2022?

Antonio Neri, the HPE CEO – he has a plan!

If you had a warning label, what would it say?

"Can be grumpy in the mornings!" Actually, it should read "Is grumpy in the mornings".

What was your first job? 2nd Lieutenant Royal Marines.
What was the last book you read, and was it any good? *Red Notice* by Bill Browder. It was brilliant and relevant.
What's the most important lesson you've learned from another business leader or mentor? Focus on the people.
Who would play you in a movie of your life? Kevin McCloud, from *Grand Designs...*



ALASTAIR BELL
Founder, Bell Integration
What has been your business highlight of 2022? Strong organic growth within Bell Integration.
If you were ruler of your own country, what law would you introduce first? An external commercial board, aligned independently to compulsorily ratify all or any of the financial decisions made by careerist politicians.
Which channel or tech leader (outside of your own

company) has impressed you most in 2022? Elon Musk for trailblazing in a number of areas. Whether successful or not, he has instigated change and innovation enabling others to follow, potentially with better product or solutions.
If you had a warning label, what would it say? "Opinions could vary but I'd hope it would certainly involve good red wine."
What was your first job? Building PortaKabins for a road crew in the Sahara desert, Libya in 1980 responsible for linking Sabha 400 miles away with Tripoli.
What was the last book you read, and was it any good? *Legacy* by James Kerr, the reasoning behind the long-running success of the All Blacks and in places very good.
What's the most important lesson you've learned from another business leader or mentor? Ensure honesty is a foundation for all decisions and in all dealings with others.
Who would play you in a movie of your life? Clint Eastwood, not because we look alike, but as someone who doesn't do bad movies, could be a different rework of my life.

PHIL BELL
Director, Westcoast
What has been your business highlight of 2022? Promoting my long-suffering direct reports to director status.
If you were ruler of your own country, what law would you introduce first? An aptitude test in order to vote.



Which channel or tech leader (outside of your own company) has impressed you most in 2022? Loads of the reseller leaders. There are a core bunch that act as great advisors and sounding boards for me. They have the toughest challenge and I really enjoy their opinions.
If you had a warning label, what would it say? "Talks too much."
What was your first job? A chef, aka flipping burgers in a van at festivals.
What was the last book you read, and was it any good? Marcus Rashford with my sons. It's a fantastic self-believe book for kids.
What's the most important lesson you've learned from another business leader or mentor? "Some want it to happen. Some wish it would happen. Others make it happen." Michael Jordan!
Who would play you in a movie of your life? Sadly, Gordon Ramsay.



ANNABEL BERRY
CEO, Sapphire
What has been your business highlight of 2022? We have just held our conference, NISC, for the first time in a few years due to the pandemic. It was a real joy to be back among the cyber security community again, to talk in person, share stories, trade solutions and spend time with one another again! It was our 21st conference and the feedback was that it was the best yet, which is music to our ears. Watch this space for 2023.
If you were ruler of your own country, what law would you introduce first? Wow, that's a dangerous thought! It would be illegal to hold meetings without a clear purpose, outcomes or output.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? Hayley Roberts! She's a force of nature and such a brilliant role model. She consistently demonstrates true

leadership and she's done a Ted Talk this year! #Rockstar
If you had a warning label, what would it say? "If uncaffeinated, approach with caution."
What was your first job? I worked in my folk's shop from quite a young age, and after that, I worked on the weekends at Boots The Chemist and loved it!
What was the last book you read, and was it any good? It was *The Salt Path* by Raynor Winn and I loved it. It's a true story about what happens when you lose what feels like everything and find out what really matters in life #thesimplethings
What's the most important lesson you've learned from another business leader or mentor? We all feel like imposters at some point.
Who would play you in a movie of your life? Um, I think the last time you asked this, I said Kate Winslet, and I'll probably stick with that.



PAM BLANCHARD
Managing director, ICA
What has been your business highlight of 2022? It's more of a personal highlight in my business and that was being asked to take part as a judge at the 2022

Comms National Awards. As a previous (and serial) winner, I was absolutely delighted and honoured to take part and thoroughly enjoyed reading the submissions.
If you were ruler of your own country, what law would you introduce first? There are so many I would introduce! Most of which may cause outrage to the readers. So I'll try not to be too controversial and say my first choice would be that all schools and education providers have to drop non-essential subjects (of which there are many) and teach young people between the ages of 11-18 important independent life skills that include but are not limited to: how to change a tyre, a bulb, a plug, a fuse, a filter etc, and introducing finance management and budgeting. And British Sign Language would be mandatory.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? Zane Long, senior vice president partner sales at Ring Central.
If you had a warning label, what would it say? "If you don't want to hear the truth, don't ask me."
What was your first job? My first job was at Chelsea Girl (now River Island). I was only 15 and had to lie and say I was 16. I was able to avoid HR as I only worked weekends and by the time they caught up with me my National Insurance number had come through.
What was the last book you read, and was it any good? A good friend of mine in the industry gave me *The Monk*

Who Sold His Ferrari. It was an excellent read and teaches us to value time as our most important commodity.

What's the most important lesson you've learned from another business leader or mentor? I've engaged with three business mentors in the last 18 months and I've learnt that I know much more than I give myself credit for and that actually if I look hard enough, I have the answers myself.

Who would play you in a movie of your life? I would love to play the part of Julia Roberts so I think she should play me, but she may need some convincing.



RICHARD BLANFORD
CEO, Fordway

What has been your business highlight of 2022? Successfully re-engineering Fordway to become a public cloud managed service provider from our previous private cloud focus, while maintaining customer service levels and profitability. We closed our last datacentre at the end of this year, the final client is in the process of being migrated

to Azure and we have completely refreshed and redefined our service catalogue for Azure and M365, as well as moving offices. A massive well done and thank you to Fordway's staff and management team to achieve this, it's been a pretty intense year.

If you were ruler of your own country, what law would you introduce first? Treat everyone you meet with respect and listen to what they have to say.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? It's a bit of a cliché but I continue to be impressed with the transformation of Microsoft that Satya Nadella is leading. I am not 100 per cent sure about its new partner programme but we're working on it.

If you had a warning label, what would it say? "Tells it like he sees it and can express strong opinions."

What was your first job? My first full-time job after leaving school at 17 I was a management trainee for a family-run sand and gravel extraction, waste disposal and ready-mix concrete supplier in the Thames Valley. Reality meant dogsbody but I did learn how to drive a dragline, excavators and off-road dump trucks, weld and service heavy plant and later gain an HGV licence, all of which have been extremely useful for my IT career!

What was the last book you read, and was it any good?

I recently reread *The Speed of Trust* by Stephen Covey, which I had read some years ago. It is an excellent reminder of

how critical trust is to speed business processes and increase profitability, and also how lacking it is in most business dealings. I'd also recommend *Traction* by Gino Wickman if you're looking for a simple and effective business model for running a mid-sized business.

What's the most important lesson you've learned from another business leader or mentor? About 15 years ago a fellow business owner pointed out to me the importance of winning and delivering contractually recurring revenue. At that time Fordway had very little. We rebuilt our business to focus on it; it's been my guiding principle driving Fordway's growth and success ever since.

Who would play you in a movie of your life? I've been told I look a bit like an older and fatter Ryan Reynolds. As I really enjoyed the *Deadpool* movies I'd be happy with that.

COLIN BLUMENTHAL
CEO, Complete IT

What has been your business highlight of 2022? Seeing that all the many years of SMB businesses worrying about moving their data to the cloud has almost vanished.

If you were ruler of your own country, what law would you introduce first? Actually deliver on equal opportunities for all. And giving my football team Reading FC a three-goal start to every game (actually that even may not be enough...)

Which channel or tech leader (outside of your own



company) has impressed you most in 2022? Fred Voccola's conviction in his commitment at DattoCon, Washington DC to not break what they have acquired with their Datto acquisition.

If you had a warning label, what would it say? "Be ready for my dry sense of humour."

What was your first job? Shovelling mushroom manure into sacks to save up for a £100 cassette/radio player in the early 1980s.

What was the last book you read, and was it any good? *Fine Art of Invisible Detection* by Robert Goddard. Yes it was good – he is my favourite crime/thriller author.

What's the most important lesson you've learned from another business leader or mentor? Never judge anyone based on what someone else says about them – make your own mind up.

Who would play you in a movie of your life? Michael Palin: "You have always got to look on the bright side of life."



KAREN BOLTON
CEO, Nettitude

What has been your business highlight of 2022? Since being acquired by Goldman Sachs Asset Management, as part of LRQA, we have had the opportunity to invest in accelerated growth. The acquisition of CREST-accredited ATvanGarde has definitely been a highlight in 2022. It has provided us the opportunity to bring onboard in-depth local market expertise and experience in South East Asia, enabling both Nettitude and ATvanGarde to offer a more comprehensive suite of cybersecurity services across a wide range of industries. We certainly have ambition to target further acquisitions in the future where they fit in our vision and purpose as research-led globally trusted cybersecurity experts.

If you were ruler of your own country, what law would you introduce first? It would definitely be laws with respect to equality and inclusion for all. As the parent of a child who uses a wheelchair, I spend

significant time advocating for her and others who face off to the world in different ways to their peers. We spend so much energy categorising people for race, religion, background, sexuality, disability and so on, instead of seeing a person for who they are. If we could create a country where people are seen for who they are and not what they are, that would be a great gift to humankind. The "I See You" Law!

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Julie Sweet,

CEO of Accenture, has always impressed me. She is clear and articulate in what she values and where she places her focus. Leading a growing organisation of around 700,000 colleagues is a very significant challenge and her impact on that organisation has been very interesting to follow. I very much appreciate her stance on diversity and equality, not surprisingly given my response to question 2.

I also enjoy following Vala Afshar on Twitter. He is the chief digital evangelist at Salesforce and posts a lot of interesting facts on a variety of topics including technology and innovation, as well as other topics that make you stop and think.

If you had a warning label, what would it say? "For best results, please, say what you will do and do what you say." It's more of a mantra for how I like to conduct myself. It gives clarity and understanding of what I commit to in professional relationships and what I can be counted on to

deliver. I think it builds a level of trust and reliability and in turn sets an expectation from others.

What was your first job? My first job was as a software development trainee. I was living in Australia and couldn't afford the luxury of going to university full-time to study. I was fortunate to be selected by an insurance company in Australia to join their combined work and study program, where I worked full-time in a variety of roles in their IT department while attending university in the evenings plus one half-day per week. It was a great introduction to the information technology industry, and I quickly gravitated to software development, specifically in actuarial systems. It also quickly taught me how to juggle multiple priorities!

What was the last book you read, and was it any good? I am presently reading *Zero to One* by Peter Thiel. The book has been around for a number of years, however it is as relevant today as when it was written. He really gets you to think about how to generate ideas, innovate and create value.

What's the most important lesson you've learned from another business leader or mentor? There are so many that it's hard to single down to the most important one! If I had to pick one, I think it would be around authenticity. Being authentic to who you are and transparent about where you stand on something creates clarity and understanding. It's also important to appreciate that

whatever message you deliver or action you take, its impact will be watered down as it passes through the organisation. So, amplifying for impact is important. If you want people to hear what a great job they are doing, be loud and repetitive about it. If you want a sense of urgency around something, be very clear and transparent about that too.

Who would play you in a movie of your life? Well, my youngest daughter loves to perform on stage. It would be very cool if it could be her one day, assuming of course that she would want to do it!

CHRIS BUNCH
COO, Cloud Technology Solutions

What has been your business highlight of 2022? Taking the entire CTS company to Spain in late Spring. It felt genuinely superb to get together again in person and reconnect with old faces and build some new relationships.



If you were ruler of your own country, what law would you introduce first? I would urgently make it illegal to send chat messages that say "Hi", and then nothing else, closely followed by a law that permits only people with serious industry expertise in a given area to be a government minister in said area.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? I continue to enjoy reading the high-quality content created by Charity Majors (co-founder of Honeycomb, an Observability platform).

If you had a warning label, what would it say? "Impatient."

What was your first job? If I ignore student and summer jobs (which included fishmongery, soldering electricity meters on a production line, and customer support at a DVD chipping company among others...), my first full-time role was as a software engineer. If anyone has ever heard of Centura as a programming language, I will be impressed.

What was the last book you read, and was it any good? Non-fiction: *Flying Blind*, which narrates the woes of Boeing and their move away from a safety-first culture. Yes, it was good. Fiction: *With a Mind to Kill*, one of the newer James Bond novels. It served a purpose of whiling away some travel time.

What's the most important lesson you've learned from another business leader or mentor? That you can achieve anything if you only hire smart people, and never compromise on those recruitment standards. Via James Monico, co-founder of Cloudreach.

Who would play you in a movie of your life? Tom Hardy seems versatile, but unclear if he could grow the beard?



RICHARD BURKE
CEO, Arrow Business Communications

What has been your business highlight of 2022? No lockdowns!

If you were ruler of your own country, what law would you introduce first? Environmental sustainability has to be factored into all key governmental decisions.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Greg Jackson of Octopus Energy – he has an amazing focus on the customer experience. Despite all the industry challenges, they are still using technology to disrupt and differentiate.

If you had a warning label, what would it say? "Can be overly competitive."

What was your first job? Stacking shelves in a supermarket.

What was the last book you read, and was it any good? Tim Peake's autobiography – it was very detailed but he has taken an amazing career path.

What's the most important lesson you've learned from another business leader or mentor? Leadership is about serving others and the wider business first before yourself.

Who would play you in a movie of your life? Bradley Cooper. He's a similar height and can act and sing – neither of which I can do!

JEMMA BYRNE
Vice president alliances UKI, Salesforce

What has been your business highlight of 2022? Last month I had the pleasure to attend Dreamforce, a huge event that brings together our customers, partners and employees in-person in San Francisco and online across the globe. It was a great opportunity to reconnect with both new and old friends, and hear what the priorities and



focus areas are for adapting to a very different, highly challenging economic environment.

A particular highlight for me was hearing the story of golden hoodie winner Sima Samara during the Dreamforce Main Keynote with co-CEO, Marc Benioff. Sima found Trailhead, Salesforce's free online learning platform via RefugeeForce, an organisation focused on teaching Salesforce skills. After five months in the programme and earning 150 Trailhead badges – which represent Salesforce skills and expertise – Samara landed a job at Eurofiber as a Salesforce developer, a title she now holds at the global technology consulting firm Capgemini.

If you were ruler of your own country, what law would you introduce first? True equality, where every person and child have the right to a warm bed, nutritional food and access to quality educational resources.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Accenture's chair and CEO, Julie Sweet, who recently featured in Fortune's 2022 Most Powerful Women List,

is someone I truly admire. Her ongoing social and environment commitments very much align with our values at Salesforce. I am very proud that our organisations are working so closely together to advance the United Nations Sustainable Development Goals. **If you had a warning label, what would it say?** “I am potentially an annoyingly positive person,” which is something I’m equally proud of. I am very much a ‘glass half full’ kind of person and I invariably see the good in any given situation.

What was your first job? I had a lot of early jobs, but one of my favourites was selling T-shirts on a market stall. It certainly gave me a good grounding in people skills as well as learn how to negotiate!

What was the last book you read, and was it any good? I am currently reading *Greenlights* by Matthew McConaughey. He is also a Salesforce brand partner who launched #TeamEarth, a new global campaign that is aiming to inspire businesses and individuals to help build a more fair, equal and sustainable future. I am really enjoying his autobiography; as well as being honest and thought provoking, it is also very funny.

What’s the most important lesson you’ve learned from another business leader or mentor? A mentor once told me to always trust my gut instincts – it has served me well.

Who would play you in a movie of your life? Given how much I related to the hilarious trials and tribulations of Bridget Jones, I would have to say Renee Zellweger.

C



JOSEPH CASTLE
CEO, Tecnogika

What has been your business highlight of 2022? I don’t want to sound too boring, but there hasn’t been one ‘stand out’ highlight. I’ve enjoyed watching the progress that our team has made on our quest to be a top 100 CRN VAR. In January, we moved into our new HQ which has given us the scalability to massively increase our headcount, and throughout the year we successfully onboarded exciting talent in multiple departments across the business.

If you were ruler of your own country, what law would you introduce first? The Education for Work Law. Bear with me for a moment, I know apprenticeships already exist, but this would be more comprehensive and would be the primary route to all qualifications. One would apply for their ‘dream’ career through an

aptitude-based, apprenticeship-style programme. When accepted in your chosen field, you would get the supporting academic qualification while in your profession. The level of qualification would be dependent on a few factors such as time in the role and their level of performance, and there would be industry-specific exams as in most professions. Professionals wouldn’t get released into the working world until a minimum amount of training and placements have been undertaken.

Is it right that currently, young people have to begin life-defining career when they leave school? It also enables people to change their career path regardless of their age. This would help more people to follow their dreams and ensure they get academically qualified in the process.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? The people that inspire me the most tend to be the people that I surround myself with, share ideas and solve problems with. With that in mind, I’d probably say two close friends who are the founders and directors of Nicholas Bernard, an SAP recruitment practice: Donovan Pignatiello and Richard Onyejiuwa. They’re building an exciting business with a vibrant culture and creating lots of jobs in the process.

If you had a warning label, what would it say? “Approach with extreme optimism!” Be genuine, honest and don’t be scared to ask a question. There is

no such thing as bad question, just a bad response.

What was your first job? My first job was in a barber’s shop. I started sweeping up on the weekends and quickly progressed to learning how to cut hair.

What was the last book you read, and was it any good? I’d like to caveat before I continue that I have a three-year-old daughter... It was an exhilarating short story called *The Little Mermaid*. However, I think the last book I read for my personal entertainment was *The Big Short* by Michael Lewis. I like his writing style – not many people can make complex topics easily digestible. It’s a great book and equally good film.

What’s the most important lesson you’ve learned from another business leader or mentor? Never be the smartest person in the room. That could be interpreted in a multitude of ways, but from a leadership perspective, I think it means surround yourself with big brains that think big ideas, people with experience and wisdom that can challenge your way of thinking. From a recruitment perspective, it’s simple: hire the bright people.

Who would play you in a movie of your life? Even though he has a few years on me, it would have to be Alfonso Ribeiro, aka Carlton Banks. Ever since I nailed the Tom Jones dance as a party trick, I’ve failed to shake the resemblance. Although Barack Obama is out of work, and I think he could possible transfer some of that charisma to the big screen so he would be in with a shout.



CELINE CAZALI
UKI chief partner officer, SAP

What has been your business highlight of 2022? There have been two business highlights for me this year. The first is the return of face-to-face collaborative events with partners and customers. After a couple of challenging years it was easy to forget just how much we missed them. Our partner events make a huge impact on the entire SAP ecosystem, and we were crying out to see each other again. I very much look forward to the next one!

The second highlight was more recent. SAP was selected to sponsor and develop an academic research project to make the UK’s motorways more efficient, reduce their environmental footprint and accelerate the transition to a net-zero Britain. It’s exciting because we’re pivoting our customers to become partners. The project

will see us co-innovate with the University of Cambridge and National Highways, through an existing partnership with Costain, to participate in the Digital Roads of the Future initiative. By supporting on the research into connected physical and digital road infrastructure, we are helping to improve how the UK’s highways are designed, built, operated and used. This will support National Highways’ 2025 Digital Roads ambitions and is a continuation of SAP’s work with Costain on UK infrastructure projects.

If you were ruler of your own country, what law would you introduce first? We need to be helping more people, and one area that I would seriously look at is rent control. The cost-of-living is hurting everyone and at a time where we want to attract and retain young talent, the fact that some people cannot live in certain places because the cost of living is too high, needs fixing. Many regions are bleeding talent at a time when we need the next generation to succeed us. Any legislation brought forward should focus on affordability, as you cannot increase rents forever. I understand that there is a passion for travel, and this is great for people wanting to learn and see more of the world, but we also need to make sure that they want to come home and can afford to live and work.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Dr. Patricia Scanlon, founder and executive chairperson of SoapBox Labs and

CHANNEL STARS
 In an almost identical result to last year, **Elon Musk** came out on top of a poll of most impressive tech or channel leaders, followed by Microsoft's **Satya Nadella**. Distology's **Hayley Roberts** headed the list of no less than **22 current or previous A-Listers** nominated by their peers!

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8 Satya Nadella
Super A-Listers
 Hayley Roberts (4), Alex Tatham (3), Donovan Hutchinson, Ioan MacRae, Mike Norris (all 2), Simon Aldous, Phil Bell, Emma de Sousa, Phil Doye, Roger Harry, Mary Hunter, Yvonne Matzk, Pamela Maynard, Neil Murphy, Clare Parry-Jones, Paul Shannon, Dave Stevinson, Mark Sumner, Graeme Watt, Roger Whittle, Penny Williams, Andy Wright (all 1)

Ireland's first AI ambassador is an amazing tech leader. Inspired by her oldest child and her background as a speech engineer, she founded SoapBox Labs in 2013 to redefine how children interact with technology using their voices. Her story, and the technology she develops, are a brilliant example of how AI can be used for good, as it delivers a joyful and engaging learning experience for children.

If you had a warning label, what would it say? "Beware. Seriousness, trustworthiness and loyalty contained within!"

What was your first job? I started my career in film production in Paris before moving to Prague to work on a film. I was an assistant to the producer and while I loved the travel and the idea of working in film, I knew it wouldn't be a 'forever' job.

What was the last book you

read, and was it any good? *The Promises of Giants* from John Amaechi OBE and it was fantastic! He has an amazing way of communicating the qualities of effective leadership. I love the story about how he found his strengths, and became a psychologist after basketball, helping others to overcome their biases. We need people who are willing to fill the leadership void, people who believe in improving society and workplace culture. It doesn't only make life better, but it is proven to yield positive results. The book really helps leaders to look at people for who they are and not just their strengths.

What's the most important lesson you've learned from another business leader or mentor? As a people manager, one of the learnings that I've taken from some great leaders is that you need to be prepared to let

people go. Obviously, we don't want people to leave, and at SAP we have fantastic programmes to nurture and develop our talent, but our role is to help people get to where they want to go and become who they want to become. If our only focus is retention and keeping hold of someone that clearly wants to move on, it rarely works out. The focus should be building them up to go on to achieve what they want to achieve. It's natural to feel hurt or abandoned when this happens but they have helped the business to grow, and the feeling is reciprocated. You're a better leader if a colleague is a better professional when they're ready to move on.

Who would play you in a movie of your life? Juliette Binoche as a French actress that made it international and can speak both English and French!

MARC CHANG
 Founder & CEO, Block

What has been your business highlight of 2022? We've been transitioning to a subscription-based business for some time now. Seeing the progress, pace and innovation my team has been working on really come together has been a real highlight of 2022 for me.

If you were ruler of your own country, what law would you introduce first? Housing, food and internet for everyone – equality.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Those who impress (or inspire) me most tend to come from the communities we serve. The one that stands out for me this year is Sarah Jensen, CDIO at Barts Health. Someone whose approach, work ethic and capability has brought about real digital transformation across North East London.

If you had a warning label, what would it say? "Proceed with caution."

What was your first job? I worked packing fruit and veg in my parents shop from the age of around 9 – it probably wouldn't be allowed in these days! It taught me some lifelong principles, however, that I'll live by forever.

What was the last book you read, and was it any good? *The Psychology of Money*. It was a recommendation at the Block Book Club, and I would recommend to anyone wanting to make better decisions around money.

What's the most important lesson you've learned from another business leader or mentor? There are very few decisions in life that cannot be undone. The very worst you can do is fail to make a decision at all.

Who would play you in a movie of your life? I'd like to think George Clooney, but something tells me it would be more likely Ricky Gervais.



SIMON CHAPPELL
 CEO, Assured Data Protection

What has been your business highlight of 2022? 2022 has been a year of travel for me. It was hard in 2020 and 2021 not to be able to travel to see our US operations and our amazing team there, and it has been great to be able to sit down face to face with our customers again wherever they are in the world.

If you were ruler of your own country, what law would you introduce first? I'm not sure I'm electable, but if by some means or other I did happen to end up running a country I know my priorities should be to eliminate poverty, to eradicate inequality and to secure world peace. Instead I'd just mandate ultra-fast wi-fi on trains with severe punishment for any signal drops in tunnels.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Bipul Sinha from Rubrik Inc. He has such a positive entrepreneurial vision, and has taken Rubrik from a 40-person start up when I first met him in 2015 to a 2,000+ employee, multi 10+ billion dollar corporation today. He is also one of the most



humble people I have ever met.
If you had a warning label, what would it say? “WARNING: Do not operate heavy machinery (or run an MSP) under the influence of alcohol.”
What was your first job? I grew up on a farm so I was always helping my dad with jobs, but after leaving home at 18 I got a job as a bingo caller in Hull! No job since has been anywhere near as terrifying or challenging.
What was the last book you read, and was it any good? I alternate between a business/grown up book and fiction, and I am a committed Kindle guy. The last business book I read was *The Hard Thing About Hard Things* by Ben Horowitz, which I can highly recommend for anyone growing a tech business. Spoiler alert: It’s hard.

The last fiction book I read was *The One Hundred Year Old Man Who Climbed Out Of The Window And Disappeared* by Jonas Jonasson. A beautifully crafted, mischievous Swedish story.
What’s the most important lesson you’ve learned from another business leader or mentor? I have seen close at hand a number of very successful tech company growth stories fuelled by private equity investment and they have some positive lessons to watch and learn from. I have also witnessed the more challenging aspects of working with outside equity investment. Two of my close friends have grown tech businesses using private equity money and they have not enjoyed that journey.

We want to continue to grow Assured Data Protection without recourse to outside money which often feels like a harder path. It does mean as leaders though we answer only to our customers and employees on our future direction, and that makes me very proud.
Who would play you in a movie of your life? Danny DeVito.



ZOE CHATLEY
MD, The Channel Recruiter
What has been your business highlight of 2022? Without a doubt, winning Best Sales & Marketing Recruiter 2022 at this year’s CRN Sales and Marketing awards!
If you were ruler of your own country, what law would you introduce first? The Be Kind Law. People are so quick to judge, be negative and hide behind social media platforms in order to release their own anger and frustrations. We need to live in a world where we are kind,

supportive and fair to each other. I know that sounds very cheesy and airy fairy but people seem too quick these days to bring each other down. Let’s be kind, and pay it forward.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? I have to say I love what Hayley Roberts of Distology is doing and has done. I find her inspirational not only as a woman but as a leader.
If you had a warning label, what would it say? “Be warned, needs huge amounts chocolate to function every day.”
What was your first job? My first proper job was working as a lifeguard at my local leisure centre. I did that for six years and worked my way up to duty manager before leaving and falling into recruitment.
What was the last book you read, and was it any good? Stephen Bartlett’s *Happy Sexy Millionaire* – it’s a brilliant book and very inspirational. Also, I might add, the actual last book was *Stick Man* by Julia Donaldson. My son loves making me read this every night!
What’s the most important lesson you’ve learned from another business leader or mentor? To not be afraid to make mistakes. I have been encouraged to make mistakes so I can learn from them and build on my experience.
Who would play you in a movie of your life? Oooh this is a good one. I’d have to say Emily Blunt – she’s an awesome actress, funny, confident and very British.



ADAM CLARK
Chief revenue officer, SCC
What has been your business highlight of 2022? Delivering the largest year in our trading history while being part of the transformation programme to become the most customer and employee-centric IT systems integrator in the UK.
 In the past 12 months we’ve invested time, money and effort into rethinking our company culture and values, to better reflect our family heritage and the business we want to be for our people and customers. We’ve updated our rewards packages, our values, and introduced employee-led groups on important subjects like D&I. It’s given our business a huge boost and seeing this in action has been my highlight of 2022.
If you were ruler of your own country, what law would you introduce first? Assuming the normal laws you’d expect to exist already do... I’d introduce free global travel and access to lifelong learning for all, with an obligation to experience a new country or

explore a new subject at least every two years.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? The channel is littered with partners, friends and former colleagues. I enjoy following their progress and have been continually impressed by *A-List* regular Andy Wright, in his journey at XMA, including a well-deserved promotion to chief revenue officer earlier this year.
If you had a warning label, what would it say? “Compete with caution.”
What was your first job? Paperboy... I always delivered.
What was the last book you read, and was it any good? *The Chimp Paradox* – an enlightening mind management model for confidence, success and happiness.
What’s the most important lesson you’ve learned from another business leader or mentor? I’m fortunate to have had the opportunity to work with and alongside many great business leaders, including our founder, Sir Peter Rigby. He reinforces the importance of family values, communication, entrepreneurship, and hard work. With where we are today if I had to pick one I would go with strong communication because in my opinion its pivotal to delivering successful transformation – everyone has a voice.
Who would play you in a movie of your life? George Clooney: an uncanny resemblance or maybe because he shares my passion for golf and has a beautiful wife.



DINO COOPER
CEO, Viadex
What has been your business highlight of 2022? The IT industry in general has had a bumper time post Covid. We as an industry have been more fortunate than most. Specific to Viadex, we ended our year in June 2022 with revenue up 56 per cent to £52m, record GP and EBITDA. Equally pleasing and frustrating in equal measure was that we entered the new financial year with a record back order of projects and services revenue of £25m and close to £3m GP.
If you were ruler of your own country, what law would you introduce first? I would change our system of government, using a new framework that has political parties submitting policy in a digital referendum. The country would then vote on what they want, not who they want to execute. The team that is then held to account is chosen based on capability. The electorate then knows what it’s

voting for, not who. It amazes me that government hasn't looked at blockchain for a digital system of election.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Kim Simmonds, CEO at LAW 365, for building an amazing culture and really caring about people and being a champion when it comes to leadership.

If you had a warning label, what would it say? "STOP & THINK – treat others as you yourself would expect to be treated."

What was your first job? I first earned pocket money as a 12-year-old boy. My father was an engineer and we lived in South Africa for two years. My folks would have a *braai* for my father's colleagues, who all had company Citi Golfs and Opel Kadets. Three cars ZAR2.5 each cleaned inside and out, or just ZAR1.5 for outside cleaning. ZAR to GBP was around R1.8/£1.

What was the last book you read, and was it any good? *Sapiens* by Yuval Noah Harari. Incredibly fascinating and thought provoking.

What's the most important lesson you've learned from another business leader or mentor? Integrity, summed up by what you would do if you knew others were not watching you. My father had an incredible work ethic and sense of what was right, regardless of circumstances.

Who would play you in a movie of your life? Robert De Niro! He's a legend.



ANDY CORCORAN
UK&I channel sales director,
VMware

What has been your business highlight of 2022? The biggest highlight this year has been the continued support our partners have provided in the evolution of VMware's transition to all things SaaS and subscription. We're seeing a response from the channel in the UK that indicates VMware's strategy is resonating well, with our partners clearly supporting the 'cloud smart' approach that we are encouraging.

We have partners who are adopting more of our MSP solutions and services and are investing in their own skills by completing Master Service Competencies, like for example the upcoming Customer Success MSC. That means they've recognised the need for the constant touch with customers and they're adopting practices, such as customer success practices, which are completely in line with what we're proposing they do to help us grow further. The alignment between the VMware strategy and our partners feels really close.

If you were ruler of your own country, what law would you

introduce first? I'd make the incorrect serving of toast illegal. Toast needs to be stacked in a rack when it leaves the toaster, that's why the toast rack exists! Otherwise, when served straight onto a plate you cannot avoid toast sweat – the sogginess you get on the plate when toast hasn't been properly cooled. There is nothing worse.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? While not a tech leader, *per se*, the person I've got the greatest respect for at the moment is Yvon Chouinard. If you ever want to have the courage of your conviction, and put your money where your mouth is, you'll not find a better example of that than Yvon, who gave away Patagonia to make an impact on climate change and protect the environment. Here is a business leader that makes you think, at least someone is doing something.

From a technology point of view, I'd like to give a mention to all those at the very front-end, doing the research to figure out what the tech world might look like in the future. Geoffrey Hinton,

“ John Candy was a guy who lived life to the max, and I see that a little bit of that trait in myself too. I've lived, so I think he would be a good fit. ”
Andy Corcoran thinks the comedy actor would portray him well

for example, is referred to as the godfather of machine learning. Everything that we do and achieve moving forward in respects to deep learning and artificial intelligence, has amounted from the huge amount of work that he's done on neural networks in the past. Rather than the big names and CEOs, it's people like Geoffrey and his research teams who are working on the input to VMware's output.
If you had a warning label, what would it say? "Largely miserable" is probably an accurate label.

What was your first job? My first job was as a sales assistant at a sports store, Olympus Sports, in Liverpool. It was only a Saturday job, but to this day I haven't had a better laugh.

I loved being part of a very big team, regardless of whether I was just there for a weekend, and it was a really special time for me while growing up.

What was the last book you read, and was it any good? The last book I read was *Kitchen Confidential* by Anthony Bourdain. I bought the copy that includes his annotations along the side of the page. Having seen him present on various shows, what really struck me about the book is how authentically him it was. There is zero chance that it could have been ghost written – there are some incredible stories in there!

It's a really funny perspective on the whole of the restaurant industry anyway. But the key learning that I took away from reading it is, whatever the trials and tribulations, he was a success because he never stopped working

hard. He never stopped putting the effort in and got the reward from doing so.

What's the most important lesson you've learned from another business leader or mentor? Your business is your customer. That's by far the most important and effective piece of advice that I was given early on.

My manager at the time told me that if you can enjoy the process of being almost like an investigative journalist, learning about the intricacies of your customer and business, it will be difficult to not to demonstrate that interest in the customer outwardly.

Enthusiasm is by far the best way to build a relationship and engage with a customer. I'd draw back to Anthony Bourdain. Do the work. Do the research. Do the prep. Be the investigative journalist for your customer. Once you do that, and it goes down well with the customer, you form a habit. That's what's helped me in my career.

Who would play you in a movie of your life? I think it would have to be John Candy. I love travelling, and I don't believe you can even think of travelling without remembering *Planes, Trains and Automobiles* if you have seen it – one of the greatest films ever. Having done huge amounts of travel for my job, I can say that, personally, that film relates to so many different experiences I've had.

John Candy was a guy who lived life to the max, and I see that a little bit of that trait in myself too. I've lived, so I think he would be a good fit.



VICKY CRITCHLEY
CEO, Bam Boom Cloud

What has been your business highlight of 2022? Winning Microsoft Global Partner of Year.
If you were ruler of your own country, what law would you introduce first? I would make it illegal for supermarkets to throw away food.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Elon Musk. I know he's not in the channel but he's an absolute inspiration – no challenge too big!

If you had a warning label, what would it say? "Warning, she bites."

What was your first job? IT support technician.

What was the last book you read, and was it any good? *Project Hail Mary* by Roger Weir – incredible. I love the humour and the science.

What's the most important lesson you've learned from another business leader or mentor? Business needs a purpose – making money is not a purpose.

Who would play you in a movie of your life? I would like to think Kiera Knightley but she

is way too posh. I love Sandra Bullock because she's funny, so if Keira doesn't want the role, Sandra is my woman.

D



ANUSHKA DAVIES
 Head of talent, engagement and diversity, Softcat
What has been your business highlight of 2022? I loved seeing 1,900 Softcatters attend our annual kick off which was a special one post Covid. It was fantastic to see everyone in person for the first time since our last face-to-face kick off in 2019 where we had 1,100 employees attend. Our kick off events are a great way to meet everyone from all our offices and a great chance to connect – I've missed it over the last few years with them being virtual, so it was just so great to see so much energy fill one huge room.
If you were ruler of your own country, what law would you introduce first? I'd make sure that education across the country was fair and equal. It's the basics that a child can get to give them the best start in life.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? I'm always really impressed by the work that Debbie Forster does to improve diversity across the tech sector. She's a force for change and is impressive in the way she collaborates with organisations to make the sector a more inclusive and diverse one.
If you had a warning label, what would it say? "Loves a nap." I love getting a sneaky nap in on the weekend! After a long week, it always surprises my family that I fall asleep so quickly and enjoy a snooze in the car while the kids are at their gymnastics class or just a quick nap on the sofa! Shame I'm not such a great sleeper at night!
What was your first job? I worked at Boots The Chemist on the No.7 and perfume counter when Sunday trading first started. I continued working for Boots through university on the weekends and even for the first month or so after I started at Softcat.
What was the last book you read, and was it any good? I was recommended a book by one of our account managers in our Glasgow office called *No Way Back* by A J Liddle. His father wrote the book; a great murder mystery novel which I thought was a great read.
What's the most important lesson you've learned from another business leader or mentor? To always ask for feedback to help you learn and grow. Feedback can be hard

to take, but it's crucial to your development and helps you be more aware of your blind spots.
Who would play you in a movie of your life? I guess a Bollywood actress since I am Indian – maybe someone like Priyanka Chopra!



EMMA DE SOUSA
 EMEA president, Insight
What has been your business highlight of 2022? The highlight of 2022 for me has been seeing the difference Insight is making as a solutions integrator to our clients and our teammates. I am incredibly proud that we were recognised as one of the 25 Best Workplaces in Europe by Great Place to Work this year.
If you were ruler of your own country, what law would you introduce first? I would issue an amendment to the Schools Bill, to teach cybersecurity as part of the set technology curriculum. In a world where security threats are rife, everyone needs to be educated and alert.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? It's a bit left-field but I am going to say Vidyut Mohan. I am always inspired when individuals use technology to address wider global challenges. Vidyut developed a technology that allows agricultural waste to be recycled into sellable bio products and was awarded the Earthshot prize last year.
If you had a warning label, what would it say? "Warning! Needs coffee in the morning."
What was your first job? My very first job was a paper round when I was 13!
What was the last book you read, and was it any good? I recently read *Think Again* by Adam Grant. The book focuses on rethinking and relearning in today's rapidly changing world, and takes you on a journey of assessing what you know and what you think you know!
What's the most important lesson you've learned from another business leader or mentor? Use your platform for the greater good – there are numerous examples of leaders stepping up to drive change in areas such as diversity and inclusion and sustainability – we can all affect positive change if we step up together to make a difference in the world.
Who would play you in a movie of your life? I would choose Emily Blunt. She is professional and continues to be committed to her career while at the same time being a dedicated mum.



SCOTT DODDS
 CEO, Ultima Business Solutions
What has been your business highlight of 2022? The AntiSocial Engineer consultancy joining the Ultima family. Threats from human social engineering are underestimated by many companies and the consulting and training platforms are adding significant capability to our cyber security practice.
If you were ruler of your own country, what law would you introduce first? Free access to high-speed internet for all.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? Boyan Slat, founder & CEO of The Ocean Cleanup. The Ocean Cleanup is a non-profit organisation developing and scaling technologies to rid the world's oceans of plastic.
If you had a warning label, what would it say? "Don't send me long emails."
What was your first job? An Apple technical support engineer in 1983 for a reseller, working on Apple II, //e and Lisa.
What was the last book you read, and was it any good? *The Secret Barrister* – a very good read and terrifying at the same time.
What's the most important lesson you've learned from another business leader or mentor? Your success is always dependant on supporting and motivating the people around you.
Who would play you in a movie of your life? Atlas, the Boston Dynamics robot. I love automation and fall over occasionally.



LEE DRISCOLL

MD UK&I, Nuvias Group

What has been your business highlight of 2022? Without doubt having everyone back in the office and working face to face again. I think technology has worked brilliantly and has enabled hybrid working. But seeing partners and colleagues is unbeatable.

If you were ruler of your own country, what law would you introduce first? A real living wage for all and free university tuition for certain public services roles (doctors, nurses, teachers, police and so on).

Which channel or tech leader (outside of your own company) has impressed you most in 2022? I can't ever be anything other than impressed by Mike Norris and the Computacenter team. Second to that, Sonny Sehgal at Transputec who's really driven and evolved Transputec over the last few years.

If you had a warning label, what would it say? "Bulls**t free zone."

What was your first job? I was hoping to play cricket for a living post A-levels but ended up in a management trainee role with NatWest Bank.

What was the last book you read, and was it any good?

The 6:20 Man by David Baldacci – good but not his best.

What's the most important lesson you've learned from another business leader or mentor? The best management style/advice I have had and try to practice is to build a great team, trust them, support them and allow them the space to do their job.

Who would play you in a movie of your life? Paul Anderson.



CHRIS DUNNING

CEO, TechQuarters

What has been your business highlight of 2022? We are now fully remote and fully global – and who would believe it, we are concentrating on how we can be more social instead of just working!

If you were ruler of your own country, what law would you introduce first? Keep the selected party in position for six years, so that they have a good chance to implement the policies and stop all the chop and change.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Elon Musk – I

really do think that the Tesla cars have reached a tipping point, particularly in the UK. You just have to pop outside, and they are everywhere. I actually tried to buy one and it was the simplest online purchase, and only a handful of colours. I also loved a recent tweet about an update being required to the windows which was beamed over the air instead of recalling of the cars.

If you had a warning label, what would it say? "FOURRRRRR right!" This typifies my game of golf.

What was your first job? I was Saturday junior shelf stacker at Waitrose in Stourbridge. My mum loved the staff shopping; I didn't make many friends as she asked me to fill a box of goodies for her every Wednesday night. She loves a good deal, just like me.

What was the last book you read? It would be an audio book – *Dopamine Nation*, by Dr Anna Lembke.

What's the most important lesson you've learned from another business leader or mentor? There have been a few really good lessons learnt over the years. The first entrepreneurial lesson was to just give it a go with what you know, and you'll learn stuff along the way, and this just avoids procrastination – nothing is ever perfect from day one.

Who would play you in a movie of your life? I would say Jesse Eisenberg is a good fit because he has a good amount of energy and he always plays roles where he is a bit of a talker – like in the films *Now You See Me* or *The Social Network*.



LEE DUTTON

Sales director, Misco Technologies

What has been your business highlight of 2022? The establishment of our ESG board to formulate, oversee and execute our strategy for social value, sustainability and compliance. This was a chance to embed the culture and values which will be the building blocks for Misco's future success.

If you were ruler of your own country, what law would you introduce first? Abolish tuition fees for university students – there should be no financial barriers to education.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Alex Tatham – NSC Global. Alex impresses me every year, but to make such a big move when he could have stayed at Westcoast says so much about his drive and enthusiasm. I am sure he'll continue to be hugely successful.

If you had a warning label, what would it say? "May cause drowsiness."

What was your first job? Apprentice car mechanic.

What was the last book you

read, and was it any good?

Bob Mortimer's *And Away...* It was funny, sometimes moving and thought provoking, I thoroughly enjoyed it.

What's the most important lesson you've learned from another business leader or mentor? Colin Robinson, chief commercial officer at Centrality. Although I only worked with Colin for a relatively short period of time, I learned so much from him. The way he was able to connect with his team on a personal level, to motivate and have them believe in his vision. He was also exceptional at reading people; I found him truly inspirational. It's hard to pick one lesson, but if I had to it would be his humility.

Who would play you in a movie of your life? Stanley Tucci – I wish I was that stylish!

E



PAUL ECCLESTON

MD UK & Ireland, Exclusive Networks

What has been your business highlight of 2022? It has to be joining Exclusive Networks in September. Having admired its business model and growth over

the years, it was a tremendous opportunity to help further scale a highly successful business and I'm delighted to have joined the Exclusive family.

If you were ruler of your own country, what law would you introduce first? I'd introduce a law to dramatically increase the protection and opportunities of all children.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? I've gone a little left field here with Yuriy Shchyhol, head of the Derzhspetszviazok, Ukraine's version of the US Cybersecurity and Infrastructure Security Agency (also known as the State Service of Special Communications and Information Protection). Clearly not a channel or traditional tech leader but his leadership in combating Russian cyberwarfare has been exemplary.

If you had a warning label, what would it say? I was brought up to respect all others, so my warning label would be: "Don't disrespect anyone."

What was your first job? My first proper job was an aerospace engineer. It was the launch of interest in tech (please forgive the pun!).

What was the last book you read, and was it any good? *Noble House* by James Clavell. One word: superb. It is set in Hong Kong and takes place over a week or so in 1963. There are a lot of words for such a short time period. It's an incredible saga detailing the development and exploitation of modern Hong Kong.

What's the most important lesson you've learned from another business leader or mentor? The more you know, the more you know how little you know. Always keep learning.
Who would play you in a movie of your life? I'd want Jack Nicholson to star as me. Ideally a younger Jack Nicholson, preferably from the *A Few Good Men* era.

F



JEANETTE FORBES OBE
 Founder & CEO, PCL Group
What has been your business highlight of 2022? Creating a piece of digital software for the prevention of Gas Hydrate formation in deep and ultra-deep gas pipelines for Blue Gentoo Limited and having one of the O&G Operators conduct a field trial to test it out. What an achievement.
If you were ruler of your own country, what law would you introduce first? I would make

it law that drivers use indicators when turning corners in their vehicles. It seems cars just do not have the basics these days and indicators come as an optional extra! They should automatically come on when the car starts to turn left or right.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? Elon Musk. He is like a younger version of Einstein and his mind just fascinates me with his thought processes.
If you had a warning label, what would it say? "Fragile: Handle with Care." Most people think I am a strong woman but for once I would like to be the weak one, even if it is for just one day!
What was your first job? Morrisons supermarket as a shelf stacker on the baby products aisle. I often wondered what the baby food inside the jars would taste like as they had the most appealing recipe names on the labels.
What was the last book you read, and was it any good? Michelle Obama's *Becoming*. It was a great read and made me realise that no matter who you are, people have endured their own personal struggles in life, and you are not the only one.
What is the most important lesson you have learned from another business leader or mentor? Be kind, especially after Covid. The people who you regarded as strong people, with strong personalities, have weaknesses too. So be kind to yourself and to others.
Who would play you in a movie of your life? Meryl Streep.



DAVID FURBY
 CEO, Novatech
What has been your business highlight of 2022? Novatech has an in-house developed self-service platform that automates all the requests from our Direct 2 Desk customers for their remote worker joiner/mover/leaver IT device management. This has been up and running for nearly four years now. In August it hit a new record of over 5,200 requests in a month. We also processed all those requests without drawing any power from the national grid due to our solar array big switch on!
If you were ruler of your own country, what law would you introduce first? I would make a law that said the electricity companies had to pay small generators like me at least 50 per cent of what they charge their customers.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? I would have to say Donavan Hutchinson. I saw him speak at the CRN Leadership Forum earlier this year. I think the way he has managed to build such a widely diverse team in an industry that isn't known for its diversity inspired me to try harder.

If you had a warning label, what would it say? "Don't call me Dave!"
What was your first job? If you exclude a year's industrial placement during my degree, Novatech was my first "job".
What was the last book you read, and was it any good? Michael Dell's *Play Nice But Win*. The way he has built Dell is a truly amazing story. It also brought back lots of great memories for me from the 1990s.
What's the most important lesson you've learned from another business leader or mentor? It's an old one I learnt very early in business but is maybe coming back into fashion a bit this year: "Cash is king."
Who would play you in a movie of your life? Well, George Clooney, obviously!

G



CHRIS GABRIEL
 Chief strategy officer, Sapphire
What has been your business highlight of 2022? My highlight as to be re-branding Sapphire. As we extended our portfolio and transformed our value offer to our customers, it was vital the brand identity transformed and reflected

who we now are. My team did an amazing job and their passion for creating a brand the whole company can be proud to be part of was astonishing.
If you were ruler of your own country, what law would you introduce first? I would mandate that I controlled all TV and on-demand channels every night at 9pm to watch some of the UK's finest comedies.
 My people would become firm friends of *Green Green Grass*, *King Gary* and *Gavin and Stacey* until I was deposed in a ruthless coup. But until then my people would all feel some joy every evening.
 On a serious note, I would ban all exploitative TV dressed up as entertainment. We have not become nicer people or a nicer society since it became mainstream viewing and sometimes people need protecting from themselves however alluring 15 minutes of fame might sound.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? John Chambers. The man who helped define the world of connectivity, the internet and collaboration has now come back with Nile, the network you will never own, never run, never be at risk, and of course you will be happier for it. John also inspired my favourite drink, gin and tonic with three cherries, which is now drunk on at least three continents.
 My second is in energy tech and the inspirational Dr Chris Mann of Bennamann Energy in Cornwall. I got to interview Chris and visit their HQ and farms

“ I would mandate that I controlled all TV and on-demand channels every night at 9pm to watch some of the UK's finest comedies. My people would become firm friends of Green Green Grass, King Gary and Gavin and Stacey. ”
Chris Gabriel likes to have a laugh after work

where they are turning cow poo into methane energy to make farms 100 per cent energy self-sufficient and re-sell their excess and low-cost energy to others. Chris is without doubt one of the finest human beings I have met with a purpose and passion that means he and his team are 100 per cent going to change the world of energy for farms, rural communities and beyond.
If you had a warning label, what would it say? "When miserable give pep talk to – will recover quickly."
What was your first job? I was actually in the very first Information Technology College in Wrexham in North Wales which was a YTS [I am that old] but it was £27.50 a week and it basically started my career. I had to stand in front of Margaret Thatcher in my second week and talk about what we did and then be her tour guide, so I spent 45 minutes walking her around. That removed any fear of presenting at the tender age of 17. There is a video on The

Wrexham Leader website – I look dashing thin and handsome if I may say so. I then got poached by Microcomputer Workshops in Llay and their CEO Patrick Kingsley Williams.

What was the last book you read, and was it any good?

I dipped back into a *Jeeves and Wooster* and of course it was magnificent. I am a bit of a radio play and podcast fan so my reading has become listening and I do it in bed too much, so I can recommend the first 15 minutes of quite a few books, plays and true crime shows but not much else about them. Although to be honest most business books/podcasts have about 15 minutes of high-quality advice in them and a huge amount of padding. I just need to be awake during those 15 minutes.

What’s the most important lesson you’ve learned from another business leader or mentor?

Tom Kelly OBE was the master of vendor partner engagement and he taught me that you are always selling to them as much as they are selling to you, so engage, engage, engage. If I am asked to do anything by our partners I say “yes of course”, and make sure I thank them for the opportunity. Never ever say no. Debbie Beale another put it another way: “If they are with you then they aren’t with somebody else.” Wise words indeed.

Who would play you in a movie of your life? It used to be Tom Cruise, but after a lack of tennis in the last two years it’s becoming more John Candy. Of

course, after he bought Wrexham AFC it has now to be Ryan Reynolds. If you find that video online of me in 1984 I think most would agree there is definitely a passing resemblance.



RALPH GILBERT
Co-founder, Focus Group

What has been your business highlight of 2022? Securing the off-market acquisitions of EVAD, STL and INCOM for Focus.

If you were ruler of your own country, what law would you introduce first? Not necessarily a law but I would move Xmas to the summer as I hate having so much time off in the winter months.

If you had a warning label, what would it say? “Rarely wrong.”

What was your first job? Saturday boy at a butcher’s shop.

What was the last book you read, and was it any good?

I have only read one book since leaving school: *The Street Smart MBA* by Ian Fishwick – I would recommend it to anyone in the industry.

What’s the most important lesson you’ve learned from another business leader or mentor? Keep your head below the parapet and you won’t make yourself a target.

Who would play you in a movie of your life? Vince Vaughn.



YOLANTA GILL
CEO, European Electronique

What has been your business highlight of 2022? It has been a very busy year with a lot of interesting and challenging projects. The project highlight which stretched our expertise beyond our traditional technical skills was work we undertook at Oxford Brookes University, connecting different campuses by providing a fibre ring around the university. We partnered with a specialist who used a pneumatically driven machine known as an Impact Mole to create a channel to run the fibre under the main road (without stopping the traffic!) around trees with preservation orders and university property and so on, all witnessed and overseen by the relevant authorities. The undertaking was a huge success, carried out as part

of perimeter firewall and campus connectivity and networking projects delivered with Fortinet and Aruba equipment.

If you were ruler of your own country, what law would you introduce first? This was tricky so I put it out to those in the office and most of the replies weren’t printable. Those that were ranged from three-day working week to no socks with sandals, so I gave up. For the avoidance of doubt, we will not be adopting the three-day working week policy!

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Elon Musk would be my choice again.

If you had a warning label, what would it say? It depends what kind of day it is! If it’s a bad day, it would be: “Approach at your peril!”

What was your first job? While studying law my first job was a junior legal clerk in barristers’ chambers. This meant I also spent a lot of time in the courts witnessing a spectrum of cases, from interesting and shocking to boring.

What was the last book you read, and was it any good? *Silverview* by John Le Carre, and *Vaxxers*. Both were good in very different ways, one factual describing the challenges faced by Sarah Gilbert and Catherine Green while developing the vaccine against an unknown pathogen, and the other one fictional, being the last book by John Le Carre, finished by his son after his death, a standalone spy story and a good read.

What’s the most important lesson you’ve learned from another business leader or mentor? Trust your judgement and do the right thing.

Who would play you in a movie of your life? If there was such a movie made, I would be very intrigued as to who would be chosen, as I have no idea. Again, I put this out to a vote in the office and those contributing are no longer with us!

GUY GOLAN
CEO, Perfomanta

What has been your business highlight of 2022? It is a combination of three things attached to one topic: 1. Having our SAFE platform ready to serve our clients at magnitude; 2. Being recognised as the top 40 MSSPs in the world by MSSP Alert; 3. Having our Encore platform being recognised by Gartner in its Hype Cycle as a promising tech. As I mentioned, all three are connected as our vision is to become the first Managed Cyber Safety Services organisation,



something the world is in dire need for.

If you were ruler of your own country, what law would you introduce first? As I spent most of my adult life in South Africa, I would pass harsher laws against corruption. I have seen what it turned this amazing country to. On a lighter note, I would strongly motivate a law that asks people to greet others with a smile and kindness. This is something many of us tend to forget. Act of kindness goes a long way. Add a smile, and it goes even further.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? On a global scale, Satya Nadella – the way he drives Microsoft with humility and getting the job done is simply admirable. I had the privilege of meeting with him five years ago. Whatever he committed to do then became a reality now. His employees seem happy, and the culture seems great. His products seem solid.

On a local level: Donovan Hutchinson, the MD of SHI. I

met with Donavan at a leadership event earlier this year. Donavan's inclusive, energetic, no-nonsense and yet empathetic leadership style is something many of us can learn from.

If you had a warning label, what would it say? "Do not be fooled by these glasses."

What was your first job? Comix Express. As a complete comics geek and fan, I worked for the guy who invented the Magic software back in the 1990s. He opened a comics company where he tested his Magic ERP software as the main tool. I used to take calls from customers and place orders on their behalf.

What was the last book you read, and was it any good? *The Phoenix Project*. A lady whom I appreciate recommended this book to me. I liked the fact that it is a novel, but it talks about devops, something I decided I truly need to know in more depth to be a better leader.

What's the most important lesson you've learned from another business leader or mentor? Do mix business with pleasure. At the end of the day, we spend nearly half of our lives working. We owe it to ourselves to have fun. Quite often I motivate my employees who travel overseas to stay a bit longer and enjoy the place, as tourists should. If they are on their way to a meeting and feel like having an ice cream – why not!

Who would play you in a movie of your life? Most likely Benedict Cumberbatch. He comes across as an intellectual and as one that appreciates intellect.

He seems to have a strong geeky side to him as well. At the same time, he is not afraid of action and risk taking. One thing that may be a challenge for him is doing my mixed Israeli-South African, mishmashed accent.



KEVIN GOODALL
Chief revenue officer, Total Computers
What has been your business highlight of 2022? The acquisition of OverBright by Total Computer Networks.
If you were ruler of your own country, what law would you introduce first? Free internet access for all deprived children.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? Phil Doye.
If you had a warning label, what would it say? "Bloggers beware."
What was your first job? I managed services telesales at ISC Networks.
What was the last book you read, and was it any good? *The Sam Club*: an excellent book!
What's the most important

lesson you've learned from another business leader or mentor? The numbers never lie!
Who would play you in a movie of your life? Leonardo Di Caprio.



DAVID GRANT
CEO, Westcon-Comstor
What has been your business highlight of 2022? Apart from being on the *CRN A-List*, you mean? My highlight from this year is being recognised by five of our top vendors as their Global Distributor of the Year. These are always big accolades for us because they provide real validation. But most of all they give praise and recognition to our brilliant team. The work our people are doing for our vendors and partners around the world is just fantastic, and I'm so proud.
If you were ruler of your own country, what law would you introduce first? I'd make it illegal for vendors to sell direct... only 'go to market' through distribution. OK, on a serious note, I'd introduce a law that calories from wine and beer don't count in a diet.
Which channel or tech leader (outside of your own

company) has impressed you most in 2022? There are two and I can't quite choose between them. Ed Meyercord, CEO of Extreme Networks, has shown up for me and for Westcon and he's always personally responsive and supportive. And then Claudette Atkinson, EMEA distribution director at Palo Alto Networks. A solid south Londoner who just 'gets it' and makes things happen for us...

If you had a warning label, what would it say? "Make sure you do your number." My team hear it from me constantly (in relation to orders, revenue – all of it). I wouldn't be surprised if they printed me a label...

What was your first job? I was 15, and my first job was working on a mushroom farm. I'd shovel five tons of racehorse manure into mushroom-growing boxes every day. Racehorses have such a nutritionally rich diet, what comes out of the other end is perfect for growing mushrooms, apparently!
What was the last book you read, and was it any good? *The Wim Hof Method*. Yes, it was fascinating... but I still can't do cold showers for longer than 20 seconds! He teaches a specialised breathing technique which helped me in my recovery post-Covid. I'd highly recommend it.

What's the most important lesson you've learned from another business leader or mentor? A great phrase which I always remember when I'm about to dive into action or a response: "Act in haste and repent at leisure." It helps me pause for thought every time. I heard it from channel

legend, David George, who founded Crane which is where I started by distribution career.
Who would play you in a movie of your life? Andy Garcia, I think, although my wife would probably say she would prefer it was Idris Elba.

ALEXA GREAVES
CEO, AAG IT Services
What has been your business highlight of 2022? Finally cracking the marketing conundrum and working with an exceptional team that understands who we are and what we want to achieve.
If you were ruler of your own country, what law would you introduce first? The first law I would introduce would be mandatory but free comprehensive health scans for everyone. Health is our true wealth and without it we have nothing.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? Always Alex Tatham.
If you had a warning label, what would it say? "Be careful,



she remembers everything you tell her."
What was your first job? Although I had several part time jobs as a student such as chopping cabbage in a coleslaw factory, my first main job was as a corporate foreign exchange trader.

What was the last book you read, and was it any good? The last non-fiction book I read was *The Five Dysfunctions of a Team* by Patrick Lencioni. It was told as a story so easy to read although I only really use audio now for this type of book.

I have also just re-read one of my all-time favourite books, *To Kill a Mockingbird* by Harper Lee.
What's the most important lesson you've learned from another business leader or mentor? It's hard to pin that down to one as I have learnt so much from others, but possibly the most important lesson would be to seek and listen to the advice of others who challenge your thinking in a positive and constructive way.
Who would play you in a movie of your life? Helena Bonham Carter.



ETIENNE GREEFF
CEO, Flow Transform

What has been your business highlight of 2022? Seeing the return of customer projects after a tough start to the year. It is great to see the supply chain easing somewhat and some level of normality returning to business.

If you were ruler of your own country, what law would you introduce first? I would make mathematics education compulsory until the age of 16, with different streams to cater for people with different capabilities.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? I continue to be impressed by the transformation that Satya Nadella has effected at Microsoft. It has become a security and cloud leader, which is no mean feat for an organisation of its size.

If you had a warning label, what would it say? It is close between “Don’t say it can’t be done” or “No meetings about meetings!”

What was your first job? I started a software development shop while at school.

What was the last book you read, and was it any good? *The Cold Start Problem*, which was most excellent as it introduces an element of science in trying to understand how to grow businesses.

What’s the most important lesson you’ve learned from another business leader or mentor? To focus on the things you can control and not to try and predict the future. Focus on the things that you know will not change.

Who would play you in a movie of your life? I would plump for somebody significantly less handsome than me. While this creates a tough casting challenge, people will be pleasantly surprised when they meet the real me.



TIM GRIFFIN
CEO, Exertis IT

What has been your business highlight of 2022? There are too many to choose from. Despite the market being challenged by economic circumstances, we’ve focused on concentrating on where we can bring unique value to our vendor and channel partners, as well as putting focus on key areas where we can grow

and win. As a business, we’re designed to react to challenge as opportunity, and that makes every year exciting, including this one.

If you were ruler of your own country, what law would you introduce first? Something to limit the ability of politicians to curry favour with the public by saying things they know are not true...

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Joyce Mullen, the president and CEO of Insight. She is a beacon in so many respects.

If you had a warning label, what would it say? “Don’t get comfortable.” I believe we thrive from being challenged and from having to change and adapt to the world around us. If we ever get too comfortable, we’re probably not at our best, so I say: keep the challenges coming!

What was your first job? Saturday job as a lightshade box packer. After that, lots of bar, bin, furniture removal stuff! It all gave me essential life lessons and kept me grounded. My first proper job was as a sales rep for a Toshiba dealership, selling business equipment.

What was the last book you read, and was it any good? *Lessons from the Edge*, by Aldo Kane. Aldo has some incredibly useful things to say about dealing with high-stress environments, ensuring high-quality decision making, encouraging and supporting the people around you, and a lot more besides.

What’s the most important lesson you’ve learned from

another business leader or mentor? The most important lesson I’ve learned is the understanding that the worst that can happen is actually pretty good. It made me stop worrying and unleash myself.

Who would play you in a movie of your life? I’m going to go with Idris Elba, and I’m sure he’d put in an Oscar-worthy performance!



JUSTIN GRIFFITHS
UK MD, Infinigate

What has been your business highlight of 2022? Bringing together three great companies to make Infinigate one of largest leading security VADs.

If you were ruler of your own country, what law would you introduce first? Stricter sentencing.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Reed Hastings

If you had a warning label, what would it say? “Treat with care.”

What was your first job? Paperboy.

What was the last book you read, and was it any good? *Alien* – very good.

What’s the most important lesson you’ve learned from another business leader or mentor? You have two ears and one mouth. Use them wisely.

Who would play you in a movie of your life? David Hasslehoff.



MUKESH GUPTA
CEO & co-founder, e92plus

What has been your business highlight of 2022? Despite the economic challenges, we’re still growing and well ahead of last year – that’s great for everyone in the business.

If you were ruler of your own country, what law would you introduce first? A better, fair tax system for all.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Elon Musk. You just can’t keep him out of the news.

If you had a warning label, what would it say? “Don’t touch, too hot!”

What was your first job? Double glazing sales, learning by getting straight on the phone!

What was the last book you read, and was it any good? *Battle Ready*, by Ollie Ollerton –

it was an interesting read, and led nicely into watching *House of the Dragon!*

What’s the most important lesson you’ve learned from another business leader or mentor? Debt is not something to be afraid of; it can help make things happen and avoid being too comfortable.

Who would play you in a movie of your life? Anil Kapoor would do a great job.

H



HOWARD HALL
Founder and managing director, DTP Group

What has been your business highlight of 2022? For me it is a couple of things: the progress the sector is making on D&I, although we still have a long way to go; and also the energy and positivity that young (and older) new starters within the sector are generating, whether that’s within my own teams, or on the sales floor over at HPE Manchester, or through talking to recent tech career starters coming out of the academies of dev businesses local to me in Leeds such as Infinity Works.

If you were ruler of your own country, what law would you introduce first?

That any prime ministers who believe they are capable to do the job (and their chancellor), but turn out to be totally inept, are deported to Rwanda, as apparently we as a nation have invested in a lot of property there. But seriously I would re-introduce national service, not military national service, but one where everyone has to give a few days a year each to community, charity, environmental or other CSR related projects.

Which channel or tech leader (outside of your own company) has impressed you most in 2022?

I work with a number of tech leaders who inspire and impress me on a regular basis, but this year it has to be HPE's new UK&I managing director, Matt Harris, who to me epitomises the modern tech leader: very people and outcome focused, not scared to get on the shop floor working with his team, end users and partners, and who can also multi-task, which I was reminded of on a recent Teams call

“ Matt had to contend with a sword-wielding, pirate-outfitted four-year-old son, while delivering a storytelling session around challenger selling to my team. ”
Howard Hall bigs up the multi-tasking skills of HPE's Matt Harris

when his wife was suffering with Covid. Matt had to contend with a sword-wielding, pirate-outfitted four-year-old son, while delivering a storytelling session around challenger selling to my team.

If you had a warning label, what would it say? “Be patient: at least one in four of his ideas are OK.”

What was your first job? A mechanical engineering apprentice, at the age of 16 (and a month as an August baby) learning how to make parts for packaging machinery, just in case anyone ever wondered how Hovis get bread loaves into bags, or Mars bars into wrappers. I hated it, but it did introduce me to IT in the early days of CAD as I progressed from the shop floor to the design office.

What was the last book you read, and was it any good? Sadly unless I am on holiday I don't tend to read novels and get stuck into business-related books, with the two most recent being *Upscale* – a series of conversations around scaling a start up by James Silver, and *The Challenger Sale* by Matthew Dixon and Brent Adamso, which although a bit of an oldie focuses on challenger selling, which I believe is really relevant in today's market. Both are decent reads.

What's the most important lesson you've learned from another business leader or mentor? I won't say who, but it is constantly asking the question of yourself “am I listening to respond, or am I listening to understand?” as I think in today's always-on, constantly changing

world, we maybe don't do enough listening to understand.

Who would play you in a movie of your life?

If the question was which movie you would like your life to be I might be thinking Benjamin Button, but as that concept sadly would be total fantasy I will revert to an actor who can deliver the comedic one liners, that I like to think I do, even if I am usually the only one laughing at them, and go for Paul Rudd.



MARK HALPIN
 CEO, CloudCoCo

What has been your business highlight of 2022? Tripling in size revenue wise, integrating the four acquisitions we made in late 2021 so quickly and completely revamping our phenomenally sexy new hardware store at www.morecoco.co.uk

If you were ruler of your own country, what law would you introduce first? I'd merge childcare with elderly care homes and see what energy and wisdom combined created. The kids would learn life lessons and the older ones may just get a few extra smiles in before they continue on their journey.

Which channel or tech leader (outside of your own

company) has impressed you most in 2022?

On a personal level I had a very brief but really cool meeting a while ago with Tim Mercer, CEO at Vapour near Leeds. I'd also have to say Mr Musk always adds a bit of entertainment throughout the year for his ability to back himself, his ideas and his team around him.

If you had a warning label, what would it say? “You better have a plan and please get to the point.”

What was your first job? I did all sorts to earn some money to start with, from picking lettuce and tomatoes on an industrial scale, to putting the labels on Coke and Lucozade bottles. But the very first one was a paperboy, which involved running away from dogs and angry old blokes when I was in a rush to play football on a Sunday.

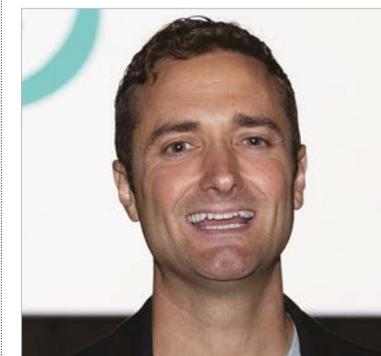
What was the last book you read, and was it any good?

I actually haven't read a book, apart from the amazing ones to the kids now and again, for ages. I think the one I remember most was in 2018 when setting CoCo up called *ReWork*, which helped me validate some of my ideas to create something really valuable for customers but in a disruptive and simplified more modern way.

What's the most important lesson you've learned from another business leader or mentor? If you can't count it you can't control it, from an amazing man called Colin Elcock when I was 17.

Who would play you in a movie of your life? The film

has already been made (albeit nine years before I was born, ha). Peter Ostrum in *Charlie and the Chocolate Factory*. But nowadays, I think Sean Bean would add the cheeky northern charm to what so far has been an incredibly exciting 42 years.



JAMES HARDY
 MD, CCS Media

What has been your business highlight of 2022? We had a kick-off event in September, our first onsite, live event since 2019. Being back together in person with the CCS team and partners in one place was just amazing and a real privilege.

If you were ruler of your own country, what law would you introduce first? The legal right to the five basic human rights, with the addition of healthcare and sustenance for all people.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Pat Gelsing.

If you had a warning label, what would it say? “Must have eight hours charge (sleep) to function properly.”

What was your first job? I helped a decorator every weekend and school holiday while at school

from the age of 14. I wasn't very good but made a great cuppa!

What was the last book you read, and was it any good?

Play Nice But Win, by Michael Dell. It was a very good read and I would thoroughly recommend it.

What's the most important lesson you've learned from another business leader or mentor?

Always dream big, work hard, stay humble.

Who would play you in a movie of your life?

Steve McQueen – who else could fit the bill?!



JUSTIN HARLING
 CEO, CAE Technology Services

What has been your business highlight of 2022? Celebrating the 30th anniversary of CAE (and CAE being immortalised in FIFA23 thanks to our partnership with Fulham FC).

If you were ruler of your own country, what law would you introduce first? The foundation that everyone is created equal and therefore there should be no basis for any form of discrimination.

Which channel or tech leader (outside of your own company) has impressed you most in 2022?

I don't want to be impressed, I want to be inspired, and that happens on a regular

basis from meeting with leaders from across the channel.
If you had a warning label, what would it say? “Beware: spontaneous outbursts of positivity (it can be catching).”
What was your first job? I was a paperboy – early mornings have never been an issue.
What was the last book you read, and was it any good? For business, *The Scoreboard Looks After Itself* by Bill Walsh, which is brilliant and a gratefully received gift from someone in the business. For fiction, *Never* by Ken Follet; he always writes a great page turner.
What’s the most important lesson you’ve learned from another business leader or mentor? Not to compromise on culture and values for money. It has come up in multiple ways from different people and examples over the years.
Who would play you in a movie of your life? According to a highly scientific internet questionnaire it would be Emma Watson...

ALI HASTINGS
 Senior channel director, Avaya UK&I
What has been your business highlight of 2022? Navigating and then delivering positive outcomes during a very challenging year. By and large we have had a very good year within our channel ecosystem. Unpredicted business headwinds and issues have continued to prevail, yet as a channel community we rallied, had fun, worked and played hard, and the



results have been remarkable with very loyal partners.
If you were ruler of your own country, what law would you introduce first? Like with alcohol and driving, I would introduce strict laws around how our children are allowed to use devices and have access online. Social media is creating a pandemic for the mental health of our children that is far more dangerous than Covid was or ever will be. We need guardrails in place to preserve the sanity of our children and their futures. I have a teenage daughter and it’s hard to get her into real life sometimes.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? Sat Sanghera, the CEO of IP Integration. What I admire about Sat is his uncanny ability to get the entire balance of life and business right. He delivers great leadership in his company, but also garnishes a spirit of fun and community. He is totally reliable and fun to be around yet disciplined in his business approach and he manages all of

this while still putting his family and friends at the centre of his life. A remarkable man!
If you had a warning label, what would it say? “Warning! This human is likely to generate high levels of positive energy!”
What was your first job? When I left college, my first proper job was PA to the global customer operations VP at C&W based in London. This opened up the world of technology including the amazing opportunities and the variety of roles, which bring pace and excitement and also travel. Within nine months, I was offered a customer service role, which became the foundation of my career as I moved closer to customers, understanding their business needs and challenges and progressing into sales and then leadership of major accounts.
What was the last book you read, and was it any good? I prefer a podcast or a documentary – *The A to Z of Majorca* as I love that place, food, wine, culture and sunshine.
What’s the most important lesson you’ve learned from

another business leader or mentor? I learn lots from many business leaders, but most good leaders always seem credible and measured and tell people what they need to hear, not what they may want to hear! I am lucky to have a huge network of channel partners and leaders who are now friends.
Who would play you in a movie of your life? Nicola Walker. My life has had so many wildly varying elements, aspects and moments, great fun, sadness, highs, lows, you name it, and I think Nicola Walker has all the acting attributes to deliver each and every persona of my life.



DARREN HEDLEY
 UK MD, Insight
What has been your business highlight of 2022? Insight being recognised for its culture in the UK this year. To date, we have been awarded with a Great Place to Work© award as a Best UK Workplace for Technology, for Women, and for Wellbeing – and we received an overall recognition as Best Workplace in the UK 2022. These awards not only show the amazing team we have at Insight

UK, but also the workplace culture that we have been able to maintain and build.
If you were ruler of your own country, what law would you introduce first? As part of the government’s new UK Digital Strategy, I would create a law to allow organisations flexible funding options and support packages for digitalising their businesses. The UK is becoming more of a leader in terms of digitalisation, and while the enthusiasm and need is clear from many businesses, the scale and cost of digitalising operations and investing in new technologies can be high.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? Not really a person, but the team behind DeepMind has really impressed me. The software they developed uses deep learning, an AI technique that allows for the prediction of proteins. This breakthrough could greatly progress research into cancer medications, antibiotic resistance and much more. It is great to see the power of AI used for medical advances.
If you had a warning label, what would it say? “Warning: full coffee cup must be on desk at all times.”
What was your first job? Being a waiter at a Happy Eater restaurant.
What was the last book you read, and was it any good? The last book I read was R “Ray” Wang’s *Everybody Wants To Rule The World* – it was a really

interesting read about how our world is changing, and how business leaders can adapt and change to stay on top of their industry.
What’s the most important lesson you’ve learned from another business leader or mentor? One of the most important lessons would be that it is important to be clear in your communication and intentions. Everyone can interpret directions and plans differently, so being coherent can streamline projects and make teamwork a lot more productive.
Who would play you in a movie of your life? Tom Hanks – he is a really talented actor, and is able to slip into the most complex roles with ease. But moreover, Tom Hanks looks approachable, something I hope my colleagues would say about me.



JOEY HEMINGBROUGH
 Operations director, Koris365
What has been your business highlight of 2022? Starting a degree and getting back in the office properly with the team following the pandemic.
If you were ruler of your own country, what law would you introduce first? Education, including university, would be

free, and the state would pay learners a minimum wage while they study.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Tim Cook, CEO of Apple. He had big shoes to fill taking over from Steve Jobs, but in 2022 he got the company to be the world's first \$3trn company.
If you had a warning label, what would it say? "Caution: will not operate without caffeine."
What was your first job? A florist.

What was the last book you read, and was it any good? *Lies of the Fae* by MJ Lawrie, and yes, it was excellent. She is one of my favourite authors, and I have read all her books.

What's the most important lesson you've learned from another business leader or mentor? That no matter how much good advice you give to some people, they will still make poor decisions.

Who would play you in a movie of your life? Drew Barrymore or Rebel Wilson.

CARL HENRIKSEN
Founder & CEO, OryxAlign
What has been your business highlight of 2022? Setting up OryxAlign (Ireland) and expanding our services into Europe. Followed by achieving our numbers (always a highlight), and our annual achievement and recognition awards event this year – so much great talent and achievement to celebrate.
If you were ruler of your own



country, what law would you introduce first? Ban all plastic packaging on as many consumer goods as possible, especially fruit and vegetables. Planet and oceans first!
Which channel or tech leader (outside of your own company) has impressed you most in 2022? Satya Nadella is doing wonders at Microsoft in terms of shifting mindsets and cultures to be more focussed on people, learning, development and collaboration.

If you had a warning label, what would it say? "Don't keep me waiting, don't overcook my steak, don't deliver me below par service."

What was your first job? Trainee manager at a national FMCG goods wholesaler.
What was the last book you read, and was it any good? *The Fish Rots From The Head*. Not the most exciting, but well worth the read.

What's the most important lesson you've learned from

another business leader or mentor? It's all about the journey; make sure you enjoy it – and keep moving forward.
Who would play you in a movie of your life? Tom Hardy, but if he's busy, Al Pacino would be a good sub.

JENNY HICKS
Group head of technology, Midwich Group
What has been your business highlight of 2022? My highlight of 2022 has to be ISE22 in Barcelona. It felt like a true return to normality after Covid's effects on trade shows and it was wonderful to see some industry colleagues for the first time since 2019.

If you were ruler of your own country, what law would you introduce first? It would be an operational carbon



footprint tax, not just to encourage faster action from businesses but to help instil new habits in the workforce that they then carry on at home.
Which channel or tech leader (outside of your own

company) has impressed you most in 2022? Purely for sending the first commercial passengers to space this year, it has to be Elon Musk.

If you had a warning label, what would it say? "Addicted to Lego."

What was your first job? I started as many do at McDonald's and loved it.

What was the last book you read, and was it any good? *Shoe Dog* by Phil Knight. It's a great read and reminds you that anything is achievable with perseverance.

What's the most important lesson you've learned from another business leader or mentor? Invest in yourself with continuous learning.

Who would play you in a movie of your life? Anna Kendrick, because my life movie would be a musical.



SIMONE HINDMARCH
Co-founder and MD, Commercial
What has been your business highlight of 2022? More new business growth, and client wins, than ever before.
If you were ruler of your own country, what law would you introduce first? A law to enforce

everyone to reduce their carbon emissions and offset the rest, so we can combat the climate crisis.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Elon Musk. He's not just a visionary, he's a doer.
If you had a warning label, what would it say? Hyperactive.

What was your first job? Waitressing or modelling, I can't remember which... I wasn't very good at either!

What was the last book you read, and was it any good? *No Bullsh*t Leadership* by Chris Hirst. It was absolutely brilliant.

What's the most important lesson you've learned from another business leader or mentor? My dad always used to say that the impossible is always possible.

Who would play you in a movie of your life? Julia Roberts.

GUY HOCKING
Group managing director, Utilize
What has been your business highlight of 2022? It is always about our people! One of the greatest challenges for a leader is attracting and retaining talent. For us, 2022 has seen record numbers of internal promotions and moves across departments. While our track record in this area is well known, our average length of service now stands at well over seven years – an achievement we are immensely proud of. We must be doing something right!
If you were ruler of your own



country, what law would you introduce first? Compulsory 12 months' community service for all. Perspective is becoming a much-needed but increasingly rare quality.

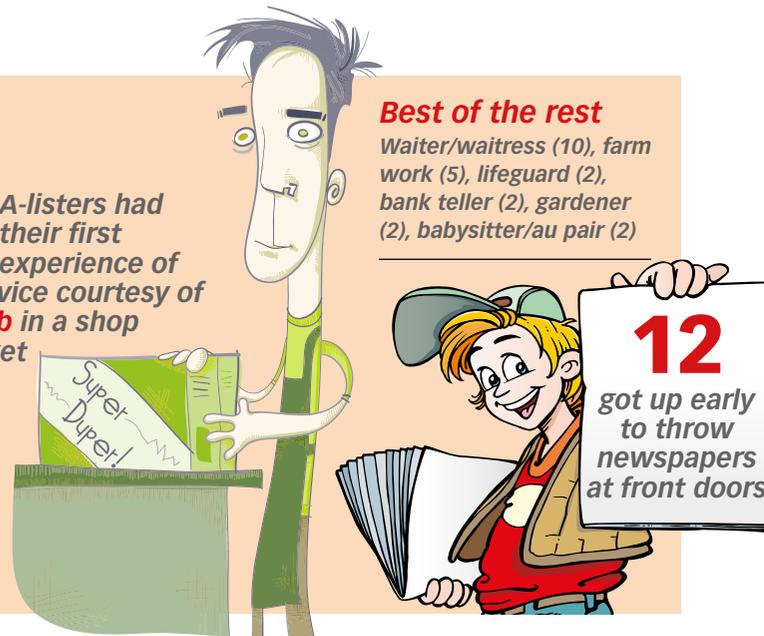
Which channel or tech leader (outside of your own company) has impressed you most in 2022? Honestly, the amount of YouTube my kids watch, I have to take my hat off to Susan Wojcicki! She has successfully infiltrated every corner of my life! On a more serious note, she has always been an inspiration to me. Her vision (as the driver behind Google's acquisition of YouTube), her genuine tech expertise and of course her determined fight for inclusion in the workplace is a welcome step forward. A long way to go, but it starts at the top!
If you had a warning label, what would it say? "Do not disturb. Tasmanian Devil inside!"
What was your first job? I used to catch fish with a rod and reel that I bought from a car boot sale, using worms I dug up from the beach. I would then sell the fish to local pubs and restaurants. I eventually ended up running one of them.

NICE LITTLE EARNERS

Our hard-working A-Listers had a variety of weird and wonderful ways to make money when young, including a **bingo caller**, **bottling tadpoles** (yes, really), **detasseling corn**, **catching fish with a rod and line** for local restaurants and, our favourite, **building PortaKabins in the Sahara desert!**

30 A-listers had their first experience of customer service courtesy of a **Saturday job** in a shop or supermarket

19 went straight into **IT** in one capacity or another



Best of the rest

Waiter/waitress (10), farm work (5), lifeguard (2), bank teller (2), gardener (2), babysitter/au pair (2)

What was the last book you read, and was it any good?

Personal read? *Beyond Possible* by Nirmal Purja. It's an inspirational story of what is possible. Business read? I have just re-read Simon Sinek's *Start With Why*. It is just a brilliant book that every leader should read.

What's the most important lesson you've learned from another business leader or mentor?

Those close to me would say I live my life at 1,000 miles per hour. That I am always busy, trying to get the most out of every day. My business partner and friend taught me to make sure I enjoy the journey and bring those that matter along with me. A very valuable lesson to me indeed.

Who would play you in a movie of your life? Some (mainly those who have met me in a dark room) say I look like Jason Statham. So, I'll go with him in *Fast And Furious* – a title which pretty much sums up my life!



ELLIOTT HODGEON
Sales director, VIP UK

What has been your business highlight of 2022? It may be recency bias, but I would have to say our VIP Connect event that took place in Cheshire in September. To have so many key faces from our industry, all in one place, sharing ideas, opportunities and laughter together, really was something special.

If you were ruler of your own country, what law would you introduce first? It's difficult to say what specific law I would introduce. There are plenty of

fundamentals that no doubt most people would want to carry over to any society. I do know however that I wouldn't want homelessness to even be a possibility in any country I was responsible for, so any laws or rules that helped support that would no doubt be high up my list. Having shelter should be a basic human right.

Which channel or tech leader (outside of your own company) has impressed you most in 2022?

Although not specific, I think any technology which has supported the fast tracking of hybrid working has been huge. I find it amazing how quickly the world has adapted to 'the new normal' and the work those linked to the technology and software have done to meet this demand, has been incredible. Even just the other day I found myself marvelling, in a meeting where some were present and others remote, that I was able to take a picture of a whiteboard we were working on, on my phone, the

phone automatically sensed the whiteboard, cropped it and from there I could share with the wider group, as well as sync it up to my working document on my laptop, all within the space of one minute. This seamless blending of 'in-person' and 'technology' is light years away from where we were just five years ago!

If you had a warning label, what would it say? "Warning: talks too much!"

What was your first job? Technically, like many I was a paperboy in my teens but my first vocation was teaching. As unlikely as it sounds, I was a primary school teacher before entering the world of sales and the computing industry.

What was the last book you read, and was it any good?

I'm currently reading Michael Connelly's *Two Kinds of Truth* but I've been attempting to slow down with his books recently, as I'm coming to the end of his bibliography (the above is his 31st novel!). As a result, I digressed briefly with my last book, reading Richard Osman's *The Man who Died Twice*. As you can see I'm a bit of a 'crime-genre' addict... and yes, it was a great read.

What's the most important lesson you've learned from another business leader or mentor?

Not to get defensive when receiving criticism, whether you believe it to be accurate or not. Whether right or wrong, it's ultimately their opinion and one that needs fixing. Use it as an opportunity to improve and demonstrate your value. This was a lesson I received fairly early on

in my career and one which I still pass on to my team to this day.

Who would play you in a movie of your life? I'll say Jake Gyllenhaal, simply because there's a particular still image of him in a film called *Source Code* that someone tagged me in some years ago and I genuinely was tricked into thinking it was of me. I will note here, that he's lying down, with his eyes closed and tubes coming out of him. I'm certainly not saying I look like a Hollywood star!



CRAIG HUME
MD, Utopia Computers

What has been your business highlight of 2022? Getting to spend lots of time with my team physically together in meetings and working on projects has been amazing. During the Covid restrictions, I greatly missed the creative flow I get when working side-by-side with talented people.

If you were ruler of your own country, what law would you introduce first? Over 2.6 million children living in UK households now experience food insecurity. So I'd introduce a law that ensured no child in the UK went hungry again.

Which channel or tech

leader (outside of your own company) has impressed you most in 2022?

Steven Lightfoot from Next Gen IT is my top pick. He is both a great friend and an inspiring mentor. With a genuine Go-Giver attitude and an energising vision, I've been inspired by him many times this year.

If you had a warning label, what would it say? "Warning: contains cheese – from Dad jokes to being overly optimistic." I'm the king of cheese!

What was your first job?

When I was six, I bottled tadpoles and tried to sell them to my neighbours. I don't remember selling any, but one neighbour rewarded my entrepreneurial spirit by giving me some sweets.

What was the last book you read, and was it any good?

Born to Run: The Hidden Tribe, the Ultra-Runners, and the Greatest Race the World Has Never Seen. A fantastic book that eloquently illustrates our ability to run far. By the end, I had been convinced that we are indeed all born to run.

What's the most important lesson you've learned from another business leader or mentor?

My Dad taught me that a problem shared is a problem halved and by having good people around you, a solution is never far away.

Who would play you in a movie of your life?

My family and I love Chris Pratt, and he seems like the type of guy you could have a lot of fun getting to know. He also loves 1980s music, so it would be a win-win!



JAMES HUNNYBOURNE
 Chief revenue officer, *Ultima Business Solutions*
What has been your business highlight of 2022? Building the team I have in Ultima – corny but true. People are everything to me and I am happy to say that morale, success and opportunity is up. There’s still more work to do but I think I can hold my head high and say I have done the very best I can for the people that work with me.
If you were ruler of your own country, what law would you introduce first? All communication should be free. Ideally, I would like to implement a *Star Trek* utopian country where money didn’t exist, and reward was based on helping others and the country to be successful (obvious Communist overtones avoided though). I figured start small though and make all mobile and internet communication free.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? Actually, it is Graeme Watt, who I used to work for at Softcat. Every business needs a human heart and he was the one that Softcat needed to keep its culture.

If you had a warning label, what would it say? “Don’t be a dick.” A warning to others.
What was your first job? A restaurant waiter in my local country pub. I was 15 and did the job while finishing off school and going to college. It really taught me about customer experience and that a smile and some kindness can go a long way.
What was the last book you read, and was it any good? *Radical Candour*. I enjoyed it, I’ve even recommended it as required reading in Ultima. The principals are to be built up to though; often the level of openness they mention can result in people running others down in the car park after work.
What’s the most important lesson you’ve learned from another business leader or mentor? Understand and rank the top 10 things you are passionate about, then do the same for the things that drain you of energy. Once you understand this find the role that allows you to be passionate about what you do while avoiding or mitigating against the things that suck at your soul. When you know the direction and you know yourself then you can assess if each decision is taking you forward, backwards or sideways. Simple, but takes a while to get right.
Who would play you in a movie of your life? Forrest Gump. Have a good heart and do good for others then you should be happy and successful. That said, maybe Disney’s *Stitch* – I do love to cause mischief from time-to-time.



MARY HUNTER
 Microsoft business applications lead for Europe, *Accenture*
What has been your business highlight of 2022? Hosting the first women in tech in-person post-Covid event to inspire and educate in our UK community. The feedback on the positive impact we had for so many women was outstanding and heartwarming. The ripple effect this will have for so many lives always energises me to want to do more.
If you were ruler of your own country, what law would you introduce first? Enhanced responsibilities for technology companies for safeguarding children on social media platforms.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? Pamela Maynard, Avanade CEO. While running a global technology company, her focus on constant change and improvements to enhance the work life balance, culture and care for employees is inspiring to see.
If you had a warning label, what would it say? “Warning: hang out with me long enough and I will have you believing anything is possible for yourself!”

What was your first job? Sales assistant at Unipart.
What was the last book you read, and was it any good? *F*cked at 40* by Tova Leigh. A raw and uplifting read that promises to shock you, make you smile and laugh out loud.
What’s the most important lesson you’ve learned from another business leader or mentor? Trust your gut instinct and if on occasion it’s wrong, acknowledge it and change course fast.
Who would play you in a movie of your life? Cameron Diaz.



DONAVAN HUTCHINSON
 MD UK, *SHI Corporation UK*
What has been your business highlight of 2022? There have been so many great highlights this year for the business; however, a key highlight for me personally has been that of becoming a governor at Barnsley College this year while also managing my existing business. To have the ability to use my skillsets to help contribute to the lives

of the younger generation has always been a goal for me. As a governor this will allow me to add new skillsets but also help others outside the SHI organisation to be the best and truest version of themselves.
If you were ruler of your own country, what law would you introduce first? Equality for all! While I wouldn’t want to be a ruler of a country in any instance, I would ensure that the country is as diverse as possible while having laws that ultimately ensure equality for everyone.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? I’d have to say Hayley Roberts, CEO of Distology. Her viewpoints are aligned to that of my own. Her work ethos, drive and passion for others while also driving change and raising awareness is commendable.
If you had a warning label, what would it say? “Warning: I’m loud and Proud. Get over it!”
What was your first job? My first ever job was surprisingly when I was five years old! I would carry a tool belt with tools around for my dad and the other mechanical engineers as I travelled with my dad for work before going to junior school in South Africa. Everyone would get together and give me a small brown envelope pay packet at the end of each week with any change they pulled together to thank me for my help. While not an official job, it’s my fondest memory but also gave me a good footing for the future in understanding the value of contribution vs reward.

“ Charlie Chaplin and Mr Bean combined! My life has been like a silent movie comedy sketch: anything that can go wrong will go wrong. ”
Donavan Hutchinson chooses two silent legends to play him in a movie

What was the last book you read, and was it any good? *A Long Way Gone: Memoirs of a Boy Soldier* by Ishmael Beah. A brilliant read and I’d definitely recommend it to anyone.
What’s the most important lesson you’ve learned from another business leader or mentor? I’d have to say it has been to never underestimate the power of persistence, resilience and patience. I’ve had so many great mentors over the years who have guided me in one way or another to be the best version of myself. Always pushing me forward to keep going no matter the situation in life or business.
Who would play you in a movie of your life? I think I’ve said this several times: Charlie Chaplin and Mr Bean combined! My life has been like a silent movie comedy sketch: anything that can go wrong will go wrong. However, through resilience I always have a smile and keep moving forward. Those who really know me know how clumsy I am but also know how life for me has been many ups and downs. In every way I wouldn’t change it for the world.

K



JAMES KIGHT
CEO, Printerland.co.uk
What has been your business highlight of 2022? Seeing the rapid growth in our managed print and contract business.
If you were ruler of your own country, what law would you introduce first? I'd outlaw negative thinking and talking yourself down.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? None of them. I'm too busy to worry about anyone else but I'm sure they're all very good.
If you had a warning label, what would it say? "Warning! Do not ask to work from home."
What was your first job? I worked in an ironmongers for £10 per day which was an amazing wage for the time.
What was the last book you read, and was it any good? *How to Quit Alcohol in 50 Days*. Any good? Well, it hasn't worked!
What's the most important lesson you've learned from

another business leader or mentor? Be humble. Treat everyone equally both on the way up and on the way down.
Who would play you in a movie of your life? Liam Gallagher. He'd find it really easy because I model myself on him!



KELVIN KIRBY
CEO, Technology Associates
What has been your business highlight of 2022? We are branching into Dynamics 365 and that's an interesting journey! That aside, my biggest highlight has been the success of my Mastermind groups – helping like-minded business owners/leaders in the IT channel to drive their businesses forward and address the challenges that they face.
If you were ruler of your own country, what law would you introduce first? I think I'd make it possible for anyone or any animal to be prime minister... after all, a hamster could do a better job of running *this* country right now!
Which channel or tech leader (outside of your own company) has impressed you

most in 2022? I'm still impressed by Elon Musk. Whether you like him or not, he really does do some impressive things in the tech industry.
If you had a warning label, what would it say? "Warning: live wire!"
What was your first job? Well, if you exclude my parents paying me (a pittance in my view) to help out in their businesses (I helped my dad in his radio and TV business from the age of nine, and then when they opened a restaurant, I used to come back from school, do my homework, have my tea in the restaurant, and then work in the kitchens in the evening from around 6pm to 9:30pm preparing desserts). It was in a tourist town (Stratford upon Avon) so always busy! So apart from that and a six-week stint as a wine waiter in a country hotel when I was still a sixth-form student, my first 'real' job was as a training officer for young people at Austin Rover.
What was the last book you read, and was it any good? *Breeding Gazelles* by Dan Bradbury – an interesting insight into how to grow a business and focus on what's really important, as well as providing some great tips and tricks for business owners/leaders.
What's the most important lesson you've learned from another business leader or mentor? From Tony Robbins – re-focusing your perspective to a positive outcome. Tony was the reason I left a well-paid job at Jaguar Cars and started my own business some 35 years ago!

Who would play you in a movie of your life? Oh that's easy. Dwayne Johnson – he doesn't look like me (and I don't look like him) – but then that's entirely the point of a movie – artistic licence!

L



PETER LEDGER
MD, Ignition Technology
What has been your business highlight of 2022? To outperform our growth aspirations and continue our geographical expansion, especially in these challenging times. Ignition now has a presence in UKI, France, Benelux, Nordics and the Middle East, with plans to open up DACH in Q1 2023.
If you were ruler of your own country, what law would you introduce first? Remove speed limits on motorways and create Autobahns in the UK. Also banning all 'celebrities' who have a profile and make a living without any talent or skill.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? Every channel or tech leader that has managed to navigate the last two and a

half years and is still performing in 2022 gets my respect. It's been unprecedented times for everyone, both personally and professionally and we should all celebrate together.
If you had a warning label, what would it say? "Beware: many ideas created on a weekly basis, choose wisely!"
What was your first job? Internal sales rep at a reseller, cold calling back in the 1990s. People huddling around the fax machine waiting for POs to arrive, pre-email.
What was the last book you read, and was it any good? I like to listen to audio books and podcasts. My most recent was *From the Oasthouse* by Alan Partridge. Very funny!
What's the most important lesson you've learned from another business leader or mentor? "Don't worry about things you can't control" is one of the best pieces of advice I've been given.
Who would play you in a movie of your life? Oliver Reed.

ALEX LOUTH
MD, Logicalis UK&I
What has been your business highlight of 2022? Q Associates becoming part of Logicalis. It's been a few years since Logicalis UKI added a company to its team from M&A. It is great to have a larger team that can engage with our customers and partners to ensure their engagement with Logicalis is strong and focused on value.
If you were ruler of your own



country, what law would you introduce first? Wow – you can have fun here but equally, get in trouble! I would ban 'wasting time'. Time is so precious and when poorly used can harm engagement, mental health and the culture of a business. I love working for a business where being efficient and empowered is welcomed and encouraged – you can't have this if you waste time.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? The lazy answer is Elon Musk. Him and his team have continued to be innovative no matter the disruptions. But I said that last year, so someone new would be Arvind Krishna, CEO of IBM.
 Focus and praise are often aligned to new tech from new businesses, but I have huge admiration for companies (IBM/Oracle/Cisco/NetApp and so on) that transform while having heritage market engagements. I choose Arvind because IBM's journey has been public, and expensive with many frenemies along the way. In 2022 I've found

IBM a refreshing company to work with – I might not have said that a few years ago – and I am excited about what's next.

If you had a warning label, what would it say?

"WARNING: if you excite this MD with innovation, please be ready to execute it to make it real!"

What was your first job?

Before university, I worked as a decorator and in a video store. But my first industry role was as a sales consultant for an IT services business based in London and I thoroughly enjoyed it. I took the time to really learn everything I had available to me – and I'm still doing that now.

What was the last book you read, and was it any good?

Lessons from Private Equity Any Company Can Use (Harvard Memo to the CEO) – a really fantastic book. I think this is something every manager should read. Some aspects are obvious but it's important to be reminded.

What's the most important lesson you've learned from another business leader or mentor?

Listen. It's easy to talk but it's a much harder skill to listen and understand. I love a chat, but I also understand when to stay quiet and listen to other views, feelings and ideas. This is how you ensure there's a healthy and empowering company culture from the top down.

Who would play you in a movie of your life?

Getting older makes this question much harder. I would love to say someone cool like Jake Gyllenhaal, but it's probably more like John Candy.



SHAUN LYNN
CEO, Agilitas

What has been your business highlight of 2022?

Return to hosting customer events and round tables in person, the channel at its best!

If you were ruler of your own country, what law would you introduce first?

Three-day week, abolish Teams calls and if you've nothing nice or positive to say, stay quiet please!

Which channel or tech leader (outside of your own company) has impressed you most in 2022?

All of those that have managed to keep going during what has been a challenging time for the channel.

If you had a warning label, what would it say?

"Warning – this is what too many vanilla lattes can do to you!"

What was your first job?

Sales assistant sound and vision department at Boots as a 16-year old.

What was the last book you read, and was it any good?

Commando Dad – let's wait and see.

What's the most important lesson you've learned from another business leader or mentor? Be authentic and do it your way.

Who would play you in a movie of your life? Michael Caine – due to his humble beginnings and taking a series of working-class jobs before he achieved success, he recognises how resilient you need to be to achieve your goals in life. Also, the film would be called *The Inventory Job* in true *Italian Job* style where a warehouse full of inventory is blown up instead of the vehicle in the original film. I then get to share the famous one liner – "You're only supposed to blow the bloody doors off!"

M



NEIL MACDONALD
UK&I channel director, HP Inc.

What has been your business highlight of 2022? It's tricky to nail down one, as there have been many this year. One of my key highlights would be the launch of our SMB-focused initiatives, programmes and subscription models across our PC and Print portfolios, including HP Flex and HP+ for business. These initiatives

have helped drive growth in our reseller channel.

The completion of the Poly acquisition is also very exciting. It underpins our relentless focus to innovate and enhance the hybrid working experience with hardware, software and services.

Finally, I'd say witnessing the growth of our HP Amplify Impact programme. It's impressive to see the channel ecosystem not only adopt the programme but proactively engage with it.

If you were ruler of your own country, what law would you introduce first? It would be great for people to adopt a positive mentality. I am a big believer in the phrase 'glass half full' so people can find hidden opportunities and come up with creative ideas to overcome challenges.

Which channel or tech leader (outside of your own company) has impressed you most in 2022?

Toto Wolff – he runs the Mercedes Formula 1 (F1) team. Toto is a focused winner, driving a huge organisation and brand to success. He's going above and beyond to bring about positive change to the sport and the wider motor industry. I've been very impressed with the work he's been leading with the development of hybrid vehicles in F1.

If you had a warning label, what would it say? "Eyes on the prize."

What was your first job? I worked in a local supermarket, looking after the bakery aisle.

What was the last book you read, and was it any good?

Theo Paphitis' autobiography – it had some great business tips and was overall an amazing book to read. I appreciated how his journey through life was unplanned but how, through his resilience, he maximised his entrepreneurial spirit which contributed to his current success.

What's the most important lesson you've learned from another business leader or mentor?

Listen and respect the people you're talking to, regardless of their seniority, and always be your true authentic self.

Who would play you in a movie of your life?

John Cleese – he's both tall and funny.



IOAN MACRAE
CEO, Maintel

What has been your business highlight of 2022? The Maintel team working so well together, despite all the challenges and headwinds of 2022. One team focused on our customers! I am very lucky to be working with such a talented group of people,

who can balance our business transformation with customer satisfaction.

If you were ruler of your own country, what law would you introduce first? It's illegal to be vindictive, violent or discriminative in any way.

Which channel or tech leader (outside of your own company) has impressed you most in 2022?

Alan Masarek, the new CEO at Avaya. At a time when Avaya needs clear direction, R+D strategy and investment, I believe Alan can deliver what is required. So far, the actions taken support his outlined plan, and I hope this delivers what the Avaya employees, channel partners and customers require.

If you had a warning label, what would it say? By all means raise work issues, but please have thought of resolutions.

What was your first job?

Working at a boatyard on the River Thames in Henley, skippering commercial craft and private hire boats.

What was the last book you read, and was it any good?

The Real McCaw, about Ritchie McCaw, the ex New Zealand rugby captain. A great book about a great man, and one of the best rugby players ever.

What's the most important lesson you've learned from another business leader or mentor?

You will make mistakes. Don't be afraid of making them, but ensure you learn from them.

Who would play you in a movie of your life? I doubt anyone would. There will never be a movie made about me.



NICK MADHAVJI MBE
 Founder and CEO, Joskos Solutions

What has been your business highlight of 2022? There have been many highlights – which is great given what we’ve been dealing with as a planet for the last few years. From a numbers perspective we’ve achieved double-digit growth. More importantly that growth has been in areas that we highlighted a strategic priority.

From a people perspective, seeing my senior leadership team come together stronger than ever has definitely been a highlight for me. Nothing beats seeing a team come together that care about delivering the mission and living the values of a company in the way you do as a founder.

If you were ruler of your own country, what law would you introduce first? I would introduce laws and initiatives that ensure no child would go hungry and every learner would have the right to an adequate and appropriate education. I believe

we are born with our own special gifts. From personal experience, I was a learner with high drive, ambition and tanker loads of energy but until I was tapped on the shoulder at 15 and told I had something special inside me, I didn’t believe it. The education system was not designed for or adaptable enough for dyslexic learners with a large dose of ADHD like me.

We have made huge strides as a country and education system over the last 20 years; however, we still have some way to go. The law I would introduce would be that every child has the right and the opportunity to have an education that allows them to discover and develop their inner genius, their deeper drivers, their *raison d’être* and that focuses on developing their innate talents. Far too much talent goes undeveloped; imagine a country where people were able to discover and live what they were best at and enjoyed the most – the economy would thrive, and mental welfare would benefit massively.

Which channel or tech leader (outside of your own

“ A movie of my life would have a lot of twists and turns with a large dose of fighting back and responding to an array of challenging situations so I guess Jason Statham would likely be a good fit. ”

Nick Madhavji on who would play him in a movie

company) has impressed you most in 2022? Roger Harry of Circle IT has impressed me the most. I have known Roger for more than ten years and have seen him relentlessly build a team that has allowed him to focus on what he excels at, step away from areas where he does not excel, while still building a strong cultured business. It takes a lot for a founder to achieve what Roger has, many dream of such success. He’s remained grounded, humble and does an incredible amount for charities that are deep rooted in serving those with special needs.

If you had a warning label, what would it say? “Beware: Serious allergy to procrastination and negativity – contains a large dose of drive and optimism :)”

What was your first job? I had my first job at the age of 12! It was a cash-in-hand job for six days a week at a wholesale shop working from 6am till 7.30am before school. My primary responsibility was to ensure everything was stocked up, priced and as presentable as possible. I learned a lot about self-leadership and resilience, especially when my alarm clock would go off at 05:30 on a freezing winter morning. I worked for the owner, Michael Graham, for three years and he was my first major influence on my outlook in business. At that age we are so impressionable, which is why Joskos is always very keen on supporting and mentoring learners. As a WW2 veteran who started a wholesale business when he left the forces, Michael taught me that service, hard work and keeping a keen eye

on the numbers would stand the test of time. Valuable lessons that I have embraced and continue to practice nearly 30 years on.

What was the last book you read, and was it any good? The last book I read, technically speaking, was *Horrible Histories* with my son and he loved it!

The last book I read solo – which is probably more appropriate for this response was *Team of Teams* by General Stanley McChrystal. It is about the ‘new’ rules of engagement in a complex world. It focuses on culture, creating radical transparency, expecting the unexpected, responding to challenges and opportunities rapidly by constantly adapting with agile teams. A great book.

What’s the most important lesson you’ve learned from another business leader or mentor? To hire people based on their attitude and then focus on training them for the skills they’ll need. Of course, some specialist positions can be a different beast all together; that said, the right skills and the right attitude are a killer combination. Some of the best hires we have ever made didn’t necessarily have all the skills, but they had the drive, attitude and hunger to go make it happen and they did.

Who would play you in a movie of your life? I am often told – and I don’t know how to feel about it, to be frank – that I remind people of Jason Statham. Personally I think I’m better looking, but I’m sure Jason and the rest of the world (apart from my mum) would disagree! A movie of

my life would have a lot of twists and turns with a large dose of fighting back and responding to an array of challenging situations so I guess Jason would likely be a good fit – however, I am unsure how he would feel about it!



LEO MAKHLIN
 SVP, global accounts, World Wide Technology

What has been your business highlight of 2022? My business highlight for 2022 is seeing the client, geographic, project type, and revenue type diversity really hit critical mass. The overarching strategic imperative we have prioritised over the past seven years has really come into sharp focus and critical mass this year. We now have much better balance in our business across all of the above dimensions.

If you were ruler of your own country, what law would you introduce first? I would introduce some form of compulsory national service

for all citizens over the age of 16. People across the world have become too tribal, too inward, too polarised and have forgotten that there is much that unites us than divides us. Beyond the work of governments’ compulsory national service (and I’m not talking about military) would not only advance much needed work in our communities, but it would also serve to remind us that when we work together our diversity is our strength and not a weakness.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? This is a very loaded question as there are so many to choose from. I’ll cheat by naming one tech leader and one channel leader. For tech leader I’m going to nominate George Kurtz, CEO of CrowdStrike. For channel leader, I am going to stay with the same firm, CrowdStrike and call out Amanda Adams – VP of alliances.

If you had a warning label, what would it say? “Volatile when combined with a lack of accountability.”

What was your first job? My first real job, fresh out of university was a sales role at Hewlett-Packard (that’s what it was called back then) in Sydney, Australia. It was role that I was underqualified to do at the time. But it turned out OK, thanks to the faith and belief of my boss and a lot of hard work and risk taking and investment in continuous learning.

What was the last book you read, and was it any good? *7 Powers: The Foundations of*

Business Strategy by Hamilton Helmer. Exceptional. I would highly recommend it to any business leader.

What's the most important lesson you've learned from another business leader or mentor? This lesson was taught to me by the same boss as I reference above, very early in my career. He taught me the power of active listening and extreme curiosity. He taught me the critical ratio between talking and listening, asking high-quality questions and being interested before being interesting. Good things happen when we listen with a tuned ear to our customers and partners.

Who would play you in a movie of your life? Jerry Seinfeld.



HOWARD MALLOY
Senior vice president, Europe, Ensono

What has been your business highlight of 2022? We have had a lot of large business success in 2022, but the highlight was getting everyone back together for an event at Mercedes-Benz World. The whole EU sales team came together in one place, which was the first time in years that we'd all

met face to face. You can't beat in-person connections for learning and business goals.

If you were ruler of your own country, what law would you introduce first? My first law would be introducing a four-day working week. From my experience working in India, the UK and the US, I believe this is something we have the ability to implement that will have a positive impact on everyone's day-to-day but could be done in a way that it wouldn't negatively impact business.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? As a new tech leader in Europe, I wanted to get plugged into the UK and Europe tech community as fast as possible. The best tool I found was the *Three Digital Amigos* podcast, which discusses cutting-edge technology in a non-technical way with insights from CIOs and other tech leaders in the UK. I was able to educate myself while commuting to work as the show is in 15-minute segments, so it's been a powerful avenue to immerse myself in a new market.

If you had a warning label, what would it say? "I promise I'm not angry. I'm just loud." Especially if I'm talking about something I'm excited by.

What was your first job? My first job was at a Wendy's drive-thru, and I was there for around nine months. When I served a burger with just the bun, salad, and ketchup, I knew I had to move on and that it wasn't the career for me!

What was the last book you read, and was it any good? The last book I read was *Everything I Know About Business I Learned From The Grateful Dead*. It was brilliant! I had heard lots of positive reviews about it, and I'm glad I picked up a copy. It gives incredible insight into business management and how the Grateful Dead marketed themselves through taped concerts, which was like an early form of social media driving engagement. Also, their general ethos of living your values, being kind and encouraging employees to lead, really resonates with business models today. Their music is good, but the way they ran the business is the really cool stuff.

What's the most important lesson you've learned from another business leader or mentor? Invest time in others, and you'll find you get the time back. People want to do things and feel engaged in what they're doing. So spend time with your peers and encourage a shared vision. That is the biggest lesson I've learned, building an environment of trust will give you faster solutions and an empowered team. Simply investing your time into them, you'll find you have more hours to work on yourself because you have a team you trust to do the job right.

Who would play you in a movie of your life? Unfortunately, it's not going to be Tom Cruise or Brad Pitt! I think John Goodman would represent me well. We both grew up in

the same town, and he went to my high school, so we have a similar outlook on life. He is also a genuinely nice person who invests time in the community and wants to help support others.



YVONNE MATZK
Founder, Coachere

What has been your business highlight of 2022? Growing the Channel Community and seeing how people are benefiting from being mentored and the support the community is providing. And, finally, being happy with how and where I can add value in my coaching business.

If you were ruler of your own country, what law would you introduce first? Based on my love of travel, I would introduce free movement of people for anyone who can show they can support themselves, through either employment, pension or other means.

Which channel or tech leader (outside of your own company) has impressed you

most in 2022? Dr Anne-Marie Imafridon, CEO and co-founder of the Stemettes and author of *She's In Ctrl*. Anne-Marie is constantly driving for change and is breaking down barriers every day. She is a true inspiration to anyone who is fortunate enough to meet her.

If you had a warning label, what would it say? Can be direct and is brutally honest.

What was your first job? My first job was as a papergirl, but my first proper job after leaving school was an admin assistant on YTS for a large car sealants manufacturer.

What was the last book you read, and was it any good? *The Four Disciplines of Execution* and yes, it is very good and I highly recommend it.

What's the most important lesson you've learned from another business leader or mentor? Focus on your strengths and find someone else to cover your development areas.

Who would play you in a movie of your life? Rebel Wilson.

ROB MAY
Founder & MD, ramsac

What has been your business highlight of 2022? Celebrating our 30th birthday, bringing together all the current staff and their families and seeing old friends who have been part of the team over the last three decades.

If you were ruler of your own country, what law would you introduce first? I would lengthen the school day for all learners but banish homework.



Which channel or tech leader (outside of your own company) has impressed you most in 2022? Satya Nadella continues to inspire and motivate me to be a better leader.

If you had a warning label, what would it say? "Warning: may be sparky without regular feeding."

What was your first job? A paper round – well, three actually: one in the morning, one in the evening and a mid-week free paper too.

What was the last book you read, and was it any good? *Why We Sleep* by Matthew Walker. It's a fantastic book and everyone should read it.

What's the most important lesson you've learned from another business leader or mentor? Employee engagement is not a synonym for employee wellbeing.

Who would play you in a movie of your life? Dwayne Johnson for all the obvious similarities.



PAMELA MAYNARD
CEO, Avanade

What has been your business highlight of 2022? It's been such a transformative year for Avanade on so many levels, so it's hard to have just one business highlight from 2022. Here are my top three:

- The work we've done to help our clients prepare for the next wave of growth is something that I'm incredibly proud of.
- We've focused a great deal on employee well-being and creating a workplace where everyone can feel safe to bring their authentic selves to work.
- We've always had grand ambitions – advancing the world and making a genuine human impact – but the past 24 months gave us new opportunities to be bolder about how we want to help the communities in which we live and work.

If you were ruler of your own country what law would you introduce first? It'd have to be something like "Maintaining the status quo is prohibited."

In the technology industry,

we're used to evolving and adapting because there's always a new opportunity to help our clients seize or a challenge to help them overcome. What is clear is that what's worked in the past won't work in the future... now more than ever, the world needs us to think bolder and bring more diverse ideas and perspectives to the table if we want to make a real human impact.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? I continue to be inspired by technology leader Jacky Wright, who was named the UK's most influential Black person by *The Powerlist 2022* and who I had the pleasure of hosting some in-person discussions on the 'Power of Community' as part of Avanade's International Women's Day activities last March. And I consider her a good friend!

As one of the few Black female leaders in the technology industry, I know how important it is to not only have role models that look like you but those who

use their authentic voice to make a difference. It was so great that Jacky spent time sharing her own personal experiences with women leaders in our business. Her willingness to be a mentor to others and help pave the way for the next generation of women leaders is an example for others to follow.

If you had a warning label, what would it say? My leadership team would probably say that my warning label would be: "Warning! Will challenge your thinking."

We've focused a great deal over the past two years on arming our 60,000 professionals with the skills they need to have a growth mindset, both personally and professionally. That requires us to think beyond the obvious, to be bold and not be afraid to take calculated risks, and to be empowered to try something new even if it doesn't work out. It's easier said than done. It requires new behaviours and habits, which is why we've invested in training for our people to help them incorporate a growth mindset into their own lives.

I firmly believe that having a growth mindset is the single most important trait a person can have, not just in the technology industry but in any career.

What was your first job? My Saturday job as a teenager was working on the deli counter at a retail store.

What was the last book you read, and was it any good? My nightstand is full of books at the moment, and I just finished reading *Compassionate*

Leadership: How to do Hard Things in a Human Way, which I had the privilege of contributing to. I think it's so important to bring empathy and compassion into your role as a leader and to create space for people to be heard.

If you were to ask me what is the book that has made the biggest impact on my life, I would have to say it's *Feel The Fear And Do It Anyway*, by Susan Jeffers. As a young woman, my mother gave me and my siblings the book – and I still give to people today. It's about not being afraid to take risks if the door is open. All too often, women hold themselves back.

What's the most important lesson you've learned from another business leader or mentor? I would say that becoming one of the few Black female leaders in the technology industry is not something I would have achieved if I hadn't taken to heart one of the first pieces of advice I was given: "The success of your career will be down to you and no one else..."

There have been many experiences that have served to help me grow personally and professionally, but I'd have to say my experiences as a woman of colour have been the most influential.

It's no secret there aren't nearly as many women as men in technology. We are working to change that at Avanade – and in the technology industry as a whole. Being the only woman of colour in the room for a long time really challenged me and motivated me to go above and beyond. It propelled me forward.

It has helped me progress and fight for my place at the table. **Who would play you in a movie of your life?** Cynthia Eviro – she is empathetic, creative, entrepreneurial and gritty!



PHYLIP MORGAN
Chief revenue officer, EMEA, Pax8

What has been your business highlight of 2022? Our expansion into EMEA and our growth to a business with more than 3,000 partners in the region and team of nearly 300 people across eight offices in less than 24 months!

If you were ruler of your own country, what law would you introduce first? Forcing all businesses that do business in the UK and generate revenues in the UK to pay taxes in the UK.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? SoftBank chairman & CEO Masayoshi Son. He and his team are just so in touch with the global tech market and trends in a unique way and we're grateful for their investment in Pax8.

If you had a warning label, what would it say? "Warning: Phylip Morgan's enthusiasm and energy may cause combustion!"

What was your first job? Muck spreading on the farm as a teenager. Dad paid me 50p per load.

What was the last book you read, and was it any good? *Surrounded by Idiots* by Thomas Erikson. Not in my top 50 reads but a worthwhile read and a great manual for DISC Personality System. It reminded once again that diversity is critically important in any team.

What's the most important lesson you've learned from another business leader or mentor? Steer the course. Often people quit just short of the line. Most business ideas and strategies are marathons not sprints!

Who would play you in a movie of your life? Tom Cruise, of course!



SAMANTHA MUDD
MD, Phoenix Software

What has been your business highlight of 2022? Most certainly getting the Great Places to Work recognition. The results of the survey were fantastic with 96% of our employees saying that they think Phoenix is a great

place to work. We outperformed the benchmarks in almost every category, and we have been listed as one of the best workplaces for technology and best workplaces for women, which I am incredibly proud of.

If you were ruler of your own country, what law would you introduce first? To have more bank holidays. It's wonderful when at Christmas or other occasions like the Queen's funeral recently, we get time to reconnect and do what most families do at such times: enjoy one another's company, eat nice food, drink and relax and take time to be social together.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? It still has to be Pat Gelsigner (ex-CEO of VMware and now CEO of Intel). Just look at the calibre of leadership he delivers time and time again! He is the only other person I would work for other than my current boss or organisation!

If you had a warning label, what would it say? "Drinks too much coffee and is fast!"

What was your first job? A silver service waitress in the hotel that fell into the sea in 1987 Scarborough and was covered by TV crews from all over the world. Thankfully I wasn't on duty at the time.

What was the last book you read, and was it any good? I read multiple books at a time, but the one I have found most valuable and I have bought for other people is *Contended Dementia*, a *Sunday Times*

Bestseller that was recommended to me.

What's the most important lesson you've learned from another business leader or mentor? Don't overreact in a situation. Be measured and be fair!

Who would play you in a movie of your life? Well I am often told I look like the actress Gaynor Faye (Judy Mallett) from *Coronation Street* in the 1990s, so perhaps her?

MELISSA MULHOLLAND
CEO, Crayon

What has been your business highlight of 2022? There are so many that it's hard to pick just one. This past year we have accomplished an incredible amount in ESG, we were the fastest-rising company on the ESG100 where we went from an F to a B+ for our improved sustainability reporting efforts. We also were No. 2 on the SHE Index for our gender diversity, plus we also had so many innovations that helped our customers create more business value, we marked our 20-



year anniversary and had record-breaking financial quarters.

If you were ruler of your own country, what law would you introduce first? I would have a law that ensured that we are leaving the earth better than we found it. It would need to have metrics tied to it because what gets measured gets done, but a systemic initiative that focuses on sustainability would be my priority.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Satya Nadella for his empathetic leadership and for the release of the Microsoft Cloud for Sustainability. It's essential that we support businesses to be more sustainable and we are able to drive the greater good through technology.

If you had a warning label, what would it say? I'm a ball of energy, so probably something that warns people about that.

What was your first job? I worked at a bank as a teller at the age of 16.

What was the last book you

read, and was it any good? I love a good cookbook, so I would have to say *Modern Comfort Food Cookbook* by Ina Garten.

What's the most important lesson you've learned from another business leader or mentor? The importance of listening. You need to listen to your employees, customers and partners around what their needs are and it keeps you relevant on how to run the business and what you need to do to solve and help others.

Who would play you in a movie of your life? That's a hard one. Zoey Deschanel, Lilly Collins or Anna Kendrick.



NEIL MULLER
CEO, Digital Space

What has been your business highlight of 2022? Graphite Capital's acquisition of Digital Space, which positions us very well for the next phase of our growth and evolution. I'm very pleased that my management team and I will continue to lead the business, with a strong focus on organic

growth, along with strategic acquisitions to meet customers' ongoing digital transformation and for secure, connected cloud managed services.

If you were ruler of your own country, what law would you introduce first? "The law of kindness and support." Taking the time to get to know people in the work environment (and on a personal level) can provide a much-needed wider perspective on individual and business-related challenges and opportunities – allowing the ability to support in a deeper and more meaningful way.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? We continue to work in challenging economic times, requiring optimism, empathy and consistency from all leaders. We are blessed in our industry to have many such leaders who have impressed for multiple years and decades.

If you had a warning label, what would it say? "Contains openness." While initially it can be disarming to some, I believe that openness and honesty is paramount in establishing authentic relationships, support and trust – traits that our brilliant industry is built upon.

What was your first job? Sales support at Computacenter – in my opinion, one of the best training grounds in the industry.

What was the last book you read, and was it any good? *Shoe Dog* – a very honest story of the trials and triumphs of building and running a business, by Phil Knight (the founder of Nike).

What's the most important lesson you've learned from another business leader or mentor? There are a few – "Maintain the aim and morale" is a key military principle which applies to every business, and Peter Drucker's "culture eats strategy for breakfast" always resonates. But "Keep it simple" is the main principle that I try and work towards in executing our Digital Space strategy.

Who would play you in a movie of your life? Jaden Smith – those who know, will know why!



NEIL MURPHY
CEO, Bytes

What has been your business highlight of 2022? It was around 10:37am on Thursday 11th March – it was just magical.

If you were ruler of your own country, what law would you introduce first? The right to silence and I will say no more about it.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? For the channel, it would have to be Dave. Its repeats of *Top Gear* and *QI* have been nothing short of spectacular.

If you had a warning label, what would it say? Probably something like “Warning!”
What was your first job? I was a lift operator... very up and down.
What was the last book you read, and was it any good? It was a book called *How to Get Yourself into Space*. It was a difficult read, sure. But it wasn't rocket science.
What's the most important lesson you've learned from another business leader or mentor? A very wise woman once said: “Do you want fries with that?” The classic upsell opportunity is not only omnipresent but it is everywhere, all the time.
Who would play you in a movie of your life? I think Warwick Davies because I know everyone looks up to him.

N



JAMES NAPP
 MD, Bechtle UK
What has been your business highlight of 2022? Seeing the growing teams in Chippenham and Manchester thriving together side-by-side, hitting record figures and having a lot of fun in the process.

If you were ruler of your own country, what law would you introduce first? Everybody should do heart-rate raising exercise at least twice per week. Healthy body, healthy mind – the basis for everything.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? Paul Hunter – one of the nicest guys you'll ever meet. He always has time for you, has bundles of energy and is smart as you like. Whatever you do, please don't tell him I said that!
If you had a warning label, what would it say? “Feed regularly and don't disturb while sleeping.”
What was your first job? At 14, I built my own little snacks business, selling Tayto crisps to Irish pubs in Germany.
What was the last book you read, and was it any good? *The Inner Game of Tennis* by W. Timothy Gallwey. A thought provoking book, which is not just about tennis...
What's the most important lesson you've learned from another business leader or mentor? Bauchgefuehl – trust your gut instinct.
Who would play you in a movie of your life? Tom Hanks – who else?! Sacha Baron Cohen perhaps...

NATALIE NOOR
 SMB & channel director, Lenovo UK&I
What has been your business highlight of 2022? Starting my new role as SMB and channel



director at Lenovo is a huge career highlight for me. I'm super excited to get going and see what accomplishments our team can achieve through 2022 and beyond.
If you were ruler of your own country, what law would you introduce first? Level out the statutory paternity leave to enable the support of the role men play in childcare.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? What I love about our channel is how much we champion diversity within the tech sector, and therefore many of the leaders I look up to such as Clare Parry-Jones, Emma de Sousa and Penny Williams have all shown what can be achieved as successful women in this sector, through drive, passion and hard work.
If you had a warning label, what would it say? “Warning: if we're at a golf day, don't stand too close... it could go anywhere!”
What was your first job? I worked in a coffee shop in my teens, so learnt the true aspects of customer service and interacting with all different people from a young age... The other positive was free cake!

What was the last book you read, and was it any good? *Multipliers* by Liz Wiseman, and yes it has some interesting concepts. I also just read *Oh Crap! Potty Training*. I'll let you know if it's any good when we start the training!
What's the most important message you've learnt from another business leader or mentor? Anyone can ride a wave of success when the market is strong. What is most important is how you navigate the tough times, and lead a team to come out on top, with a positive attitude, tenacity, strong leadership and hard work.
Who would play you in a movie of your life? When I was younger, I used to get told I looked a bit like Cat Deeley (if only) so for old times' sake I choose her!



MIKE NORRIS
 CEO, Computacenter
What has been your business highlight of 2022? Announcing profits in excess of £1/4bn for the first time.
If you were ruler of your own country, what law would you introduce first? I would introduce legislation that

focused taxation on wealth rather than income.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? Satya Nadella, CEO of Microsoft.
If you had a warning label, what would it say? “Does not share food.”
What was your first job? A paper round.
What was the last book you read, and was it any good? *Alchemy* by Rory Sutherland. It was excellent!
What's the most important lesson you've learned from another business leader or mentor? Always have an audit trail for the decisions that you make.
Who would play you in a movie of your life? Ryan Reynolds (so that Mrs Norris can be Blake Lively).

SCOTT NURSTEN
 CEO, ITHQ
What has been your business highlight of 2022? Without wanting to brag, we have so many to choose from this year. ITHQ is shortlisted for several national awards – Lloyds British Business Excellence Awards and SME National Awards for best new business, as well as a *CRN* Rising Star for the second year. Our soaring customer lifetime value, adding 11 key new target client wins so far in the first two quarters. We've also launched Life In IT, our CSR initiative and grown our team. Our relentless focus on solving for the customer



has brought us some really exciting rewards.
If you were ruler of your own country, what law would you introduce first? It would be all about improving public services. Punishments would be put in place if CEOs, board members and management teams that run key utilities and services failed to deliver. Water, electricity, trains and so on... they have to provide the prescribed service at the right price or face consequences. I would also bring back national conscription of some sort for young people. Not necessarily the armed forces, but I think it would sort out many, many modern issues if we all spent six months in public service. I think it would give us insights into the lives of others, make us more humble and reduce greed.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? Ed Meyercord, president and CEO of Extreme Networks. He is not scared to do things differently, of shaking up the status quo. He took on the 800lb gorilla that is Cisco and won on all fronts. He is giving customers choice on software and platforms, with a real focus on

innovation, making networking easier and driving true value. He has created a cost-effective subscription model that works for everyone. As a result, Extreme have won loads of big contracts with UK football arenas and in the US, they are having even bigger wins. The systems he's put in place for partners are equally brilliant. It is really easy to do business with them. Meyercord has only been there for seven years but he has driven seriously powerful change.

If you had a warning label, what would it say? "Warning: Will bore you to death by repeating 'solve for the customer.'" Or perhaps: "Allergic to bullshit."

What was your first job? I was a tree feller, paid to get rid of dead wood. Read into that what you will.

What was the last book you read, and was it any good? *Dark Rivers of the Heart* by Dean Koontz. Fantastic. A nice tech focus, a bit *Enemy of the State* and I love stories like that. It's quite old too, so it's interesting to see 'future tech' in the rearview mirror.

What's the most important lesson you've learned from another business leader or mentor? Warren Buffet has been an inspiration for as long as I can remember. It is from him that I learned about value investing, but he also taught me way more: to not be afraid of swimming against the tide, to seek opportunity in chaos and to be patient and look for value when the world is knee-jerking. These are all lessons that I've drawn on again and again – particularly when we launched ITHQ as the world disappeared beneath Covid.

Who would play you in a movie of your life? Will Smith. We share the same work ethic and sense of humour (possibly the same fiery temper too). And the physical similarities... well – see for yourself.

P



CLARE PARRY-JONES
 MD (interim) UK&I,
 Computacenter

What has been your business highlight of 2022? Winning the CRN Clean Energy Award. This has been a six-year journey from planning to completion and we are thrilled that CC and the team behind the transformation have received the recognition.

If you were ruler of your own country, what law would you introduce first? Be kind.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Susan Wojcicki – mother of five and CEO of YouTube.

If you had a warning label,

what would it say? "Don't lie to me."

What was your first job? Cleaning the bedrooms in my parents' hotel in Blackpool at the weekends when I was 12. We'd had the hotel since I was two, and as it was a family owned and run business I was always helping; however, this was my first paid job!

What was the last book you read, and was it any good? Best not comment.

What's the most important lesson you've learned from another business leader or mentor? You can't please everyone.

Who would play you in a movie of your life? Eve Myles.



JODY PAWSON
 Director and co-founder,
 Convergent Technology

What has been your business highlight of 2022? It is tough to be specific, obviously, the main one being a finalist in the CRN Awards; aside from that, moving into our new office, opening our German office, doubling our turnover and profitability, increasing our sales team by 50 per cent (mainly through our graduate scheme), achieving carbon negative status and Investors In People!

If you were ruler of your own country, what law would you introduce first? Freedom of speech.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Mike Norris was on the panel at the live channel chat event. I enjoyed listening to his views on several topics. He came across as a down-to-earth guy with a straightforward approach to business.

If you had a warning label, what would it say? It would probably be an extensive one, maybe "Highly flammable."

What was your first job? Sales support enterprise accounts at Ingram Micro.

What was the last book you read, and was it any good? *Conspiracy – A history of Bxllocks Theories and How Not to Fall for Them*. Very funny and very good!

What's the most important lesson you've learned from another business leader or mentor? Humility albeit inadvertently.

Who would play you in a movie of your life? Danny Dyer.

MARK PETTY
 Sales and marketing director,
 Littlefish

What has been your business highlight of 2022? My business highlight for 2022 is twofold. First, delivering record New Business sales at Littlefish for the sixth year running, engaging 30 net new customers and contributing to the creation of hundreds of jobs. Second, it would be the backing



of new investors in Bowmark Capital, great partners to help Littlefish achieve its next phase of success.

If you were ruler of your own country, what law would you introduce first? The banning of making, owning, or dropping nuclear bombs or any other Armageddon capable devices.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? I first met Andy Gomarsall as a businessman. I had no idea he played rugby as I'm not a fan or follower. Andy's passion for sustainability and building and leaving a better world behind him really impressed me. He is always looking forwards, always striving for better outcomes and his passion for all things environmental is very hard to ignore and not be inspired by.

If you had a warning label, what would it say? "Beware: Speaks his mind!"

What was your first job? My first ever job was as a shop assistant in a grocery store in the centre of Walsall. My first real post graduate job was a

sales rep selling stationery and office equipment for what was then Lyreco, door to door in Birmingham.

What was the last book you read, and was it any good? *Trillion Dollar Coach*. It was brilliant. Highly recommended easy read with some great insights to the IT industry's greats and some snippets to easily add to your coaching/leadership repertoire!

What's the most important lesson you've learned from another business leader or mentor? There are so many. But for me the single biggest would be to cultivate a strong work ethic. There is unfortunately no substitute for hard work!

Who would play you in a movie of your life? James Corden. He is funny, energetic, literally larger than life and has a great sense of style.



ROMAIN PICARD
 Senior vice president EMEA,
 Cloudera

What has been your business highlight of 2022? As a business, knowing that throughout 2022 Cloudera's solutions and services helped customers streamline and shift to a greener and more sustainable way of operating is

extremely rewarding. Like other world-leading organisations, Cloudera also places immense importance on the ESG part of the business strategy. Therefore, creating a cleaner, greener and more sustainable world. One step at a time, we can do this.

If you were ruler of your own country, what law would you introduce first? There are many areas of society that I believe need to go through drastic change, to better the world we live in. However, the ones that I believe are of the most urgency to the survival of our world and humankind are global sustainability and the green economy. If I had the power to enforce a law, it would be one based on ensuring that this is a top priority for everyone.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? I am impressed by Yvon Chouinard, the founder and CEO of Patagonia, who gave his company for Mother Earth.

If you had a warning label, what would it say? “Warning! Life is precious, moments are fleeting, and opportunities can be rare. Believe in yourself and

“As an avid beekeeper, I am always reading books on how to produce organic honey and develop natural beehives.”

Romain Picard on what books give him a buzz

in what you do and enjoy every moment. Always prioritise your passion and happiness.”

What was your first job? After finishing my degree in international business administration at Fachhochschule Wiesbaden, a University of Applied Sciences, I worked as an account manager in sales for a French supply chain and logistics start-up.

What was the last book you read, and was it any good? As an avid beekeeper, I am always reading books on how to produce organic honey and develop natural beehives. I have spent years analysing the complex social structures that foster productive communities. I believe leaders should look to these honey-makers for business tips.

Playing the long game, innovating processes, harmonising teams and focusing on communication are some leadership lessons that run parallel with the corporate world. When these lessons are applied correctly within a business, they could be the critical ingredients for driving success, innovation, and growth – turning the honey into money.

What is the most important lesson you’ve learned from another business leader or mentor? Success is not a destination, it’s a journey that ebbs and flows. Be kind, respectful and invest in your colleagues along the way.

Who would play you in a movie of your life? I would say hopefully a young Harrison Ford during his days as Indiana Jones or Tom Cruise in his *Top Gun* days.



DOMINIC PIERCE
MD UK&I Partner
Organisation, Cisco

What has been your business highlight of 2022? Moving into a channel leadership role for the first time in my career. I have been blown away by the capability and innovation that our partner community offers to our customers. The warm welcome offered to someone like me, who has a huge amount to learn from those same partners, has been humbling.

If you were ruler of your own country, what law would you introduce first? I’d ban ‘leaning in’ from the English language.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? The way that Satya Nadella has transformed Microsoft into a cloud business and delivered the growth it has seen in the last five years is incredible. I also like the fact that he is publicly prepared to admit when he gets things wrong. It’s something all leaders should learn from.

If you had a warning label, what would it say? “Don’t say ‘leaning in’, or he’ll sack you.”

What was your first job? Stacking shelves in the Co-op. Due to being taller and stronger

than many of the other shelf stackers, I was put on pet food. For my two sixth form years, I smelt mainly of Kouros aftershave and Whiskas.

What was the last book you read, and was it any good? *The Every* by Dave Eggers. Everyone who works in tech should read it, but only after reading its predecessor, *The Circle*. It’s not only hugely entertaining, it made me think quite deeply about the job we all do.

What’s the most important lesson you’ve learned from another business leader or mentor? The phrase, “this too shall pass”. It reminds you that success and failure will only exist for a fleeting time and not to get too high or low.

Who would play you in a movie of your life? Jean-Claude Van Damme.

Q



ROB QUICKENDEN
Chief technology officer, Cisilion

What has been your business highlight of 2022? For me it’s been working alongside our incredible CEO, Nick Paul who has taken over the helm of the Cisilion ship from his father Roger Paul. Under Nick’s leadership

in re-inventing the business based on a post pandemic world, the leadership team have been encouraged to take more risks, drive culture and ultimately ensure we all just do what is right for each our employees and customers alike.

If you were ruler of your own country, what law would you introduce first? Emotional abuse would be as punishable in law as a physical attack. Given it was mental health week when I answered these questions, I think this happens too much in all walks of life. Be nice, people!

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Those that know me, know what a fan of Windows and Surface I am. Panos Panay has continued to impress me this year with his presentation style and the way he has continued to innovate the laptop/tablet/2-in-1 product line and influenced/set the standard of tech for business.

If you had a warning label, what would it say? I actually love this idea – I think we should wear warning labels each day that reflect our mood for the day. As I love to start each day with a view of what we can achieve, mine would say: “I get frustrated in the face of negativity.”

What was your first job? I actually started ‘working’ from the age of nine as my pocket money was never enough to buy the bits of tech I wanted as a kid. I used to help deliver the milk around for two to three hours each Saturday. Ahead of our time, we were – they were all electric vehicles too!

“I used to help deliver the milk around for two to three hours each Saturday. Ahead of our time, we were – they were all electric vehicles too!”

Rob Quickenden was an early riser as a child

What was the last book you read, and was it any good? The last book I read – well, I am actually reading at the moment – is not work related. It’s called *ADHD: Raising an Explosive Child* by Elizabeth Moore. Having two children with different levels of ADHD, I’d recommend it to anyone to help you and your children use ADHD as a ‘superpower’ rather than hindrance. We are all different, yet we try to treat people as if we are all the same.

What’s the most important lesson you’ve learned from another business leader or mentor? One piece of advice I was given a long time ago was: “Don’t get too het up by other people’s success – your choices are half chance, and so are everybody else’s”. I think this applies to most things in life, personal and business. That doesn’t mean you shouldn’t fight for what you believe and go after your dreams – you should. The moral is focus on what you can control and influence.

Who would play you in a movie of your life? I’d love to be played by my eldest son – to see my life through the eyes of my child!

Watch out!

As our question, "If you had a warning label, what would it say?" showed, some of our A-Listers are not to be messed with, while others are afflicted with boundless optimism...



"Does not share food"
Mike Norris, Computacenter



"Be prepared for excess enthusiasm - ear protectors may be required"
Alex Tatham, NSC Global



"Don't CC her on emails - it makes her mad"
Sarah Shields, Dell Technologies



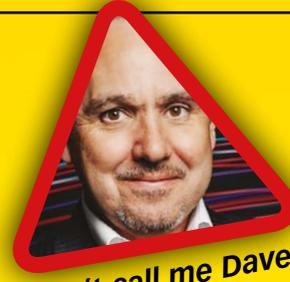
"Boring old fart - approach with care"
Andy Wright, XMA



"Warning: take in small doses!"
Neil Sawyer, Lenovo UK&I



"Warning: hang out with me long enough and I will have you believing anything is possible for yourself!"
Mary Hunter, Accenture



"Don't call me Dave!"
David Furby, Novatech



"When miserable give pep talk to - will recover quickly"
Chris Gabriel, Sapphire



"Be careful, she remembers everything you tell her"
Alexa Greaves, AAG IT Services



"Addicted to Lego"
Jenny Hicks, Midwich Group



"Dangerous when hungry"
Jon Atherton, CI-Distribution



"Loves a nap"
Anushka Davies, Softcat



"If un-caffeinated, approach with caution"
Annabel Berry, Sapphire



"Be patient: at least one in four of his ideas are OK"
Howard Hall, DTP Group



"I promise I'm not angry. I'm just loud"
Howard Malloy, Ensono

R



PHIL RACE
CEO, Adept Technology

What has been your business highlight of 2022? For once it's not a deal win, or a transaction (though we did complete the earn out on our acquisition of Datrix which has proven to be a great decision). The highlight is the creation of a strategic alliance with Canon (UK) that will see Adept as its go-to market IT partner, where Canon is taking to market a proposition 'Canon IT Services, powered by Adept'. This is a great endorsement of Adept by a global company with a fantastic reputation for quality and innovation.

If you were ruler of your own country, what law would you introduce first? Apart from ensuring Liverpool always win the Premier League, it would be to force all users of social media to be 'visible' rather than hidden. Social media in all its forms could be such a force for good, but it's become a corrosive and soul-destroying platform underpinning so many of the ills in society.

Which channel or tech

leader (outside of your own company) has impressed you most in 2022? During lockdown it proved extremely helpful to have a CEO network of like-minded individuals to share a virtual gin and tonic with at the end of the day. We were all dealing with massive changes with no playbook to turn to. Andrew Taylor of Gamma and Ioan MacRae of Maintel were a great help during 'interesting' times!

If you had a warning label, what would it say? "Caution – always willing to speak his mind!"

What was your first job?

Apart from paper rounds and waiting at table at Kings College in Cambridge, my first proper job was as a trainee engineer at Pye TVT (part of Phillips), a company that made TV studio equipment, outside broadcast vans and transmission technology. During my time there we built the outside broadcast vans for the Mexico football World Cup.

What was the last book you read, and was it any good? *The Art of Possibility* by Ben & Roz Zander, a good book about inspiring people. I've just finished the *Cicero* trilogy by Robert Harris, a great read that time travels you back to Roman times.

What's the most important lesson you've learned from another business leader or mentor? Put as much energy into your home life as you do your work life, otherwise work will take over.

Who would play you in a movie of your life? Tom Hanks – an awesome actor whose back catalogue is simply brilliant!



MELISSA RAMBRIDGE
CEO, Sweethaven

What has been your business highlight of 2022? We've just had our Q3 planning session... Q2 has been a record quarter for us but the real highlight was when it was pointed out to me halfway through our day that four of the eight managers around the table were female. Furthermore, five of the eight of us have young families and therefore flex our working schedules in one way or another to try to best support both family and career. When I first started seven years ago, I was one of two females in the company – I'm as proud of how far we've come in developing greater diversity as I am of the record quarter the team has just achieved.

If you were ruler of your own country, what law would you introduce first? Linked to the above, I'd introduce stronger government provision of financial assistance for childcare costs for parents wishing to return to work full-time! I read an article earlier this year that demonstrated how it requires a minimum £40,000

salary to be able to afford to send two children to nursery in the UK and make a little profit! The same article reported that a salary of £60,000 would leave £36 per day after deductions. Isn't that insane? That was six months or so ago, so I imagine that threshold figure is even higher now.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? This is a tough one – there are so many! This might be cheating a little as it's a group of people, but the Network Group team never fail to astound me with their ability to bring together the channel community to lean on one another and resolve key industry issues with truly innovative thinking... the collective mentorship of the group has been invaluable for growth of both Sweethaven and myself as an individual.

If you had a warning label, what would it say? Prone to extreme impatience!

What was your first job? Waitressing at a local pub... it gave me an excuse to talk all day/evening to lots of different people... I loved it!

What was the last book you read, and was it any good? *How to Potty Train in 3 Days*. Genuinely. I'm not sure I would put it down as a classic summer read but it was highly informative, and mildly terrifying.

What's the most important lesson you've learned from another business leader or mentor? There are loads! My biggest learning curve has probably been around how to harness

and meld my aforementioned impatience into a USP to drive business forward and, within this, learning the importance of channelling ambition and drive into measured action rather than frustration.

Who would play you in a movie of your life? I asked my partner on this one and he responded worryingly quickly with: "Donkey from *Shrek*".



MATTHEW REEVE
CEO, Modern Networks

What has been your business highlight of 2022? Taking the business through the £20m milestone was a significant milestone that each and every one in the team contributed towards.

If you were ruler of your own country, what law would you introduce first? I'd introduce a law making politicians just as accountable for everything they say, promise and do, as we in the channel are.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? I'm a great believer in helping others, especially if you've been successful yourself. The one stand-out

person I thought of is Yvonne Matzk for her work creating the Channel Community, a group of like-minded people who want to help other individuals reach their full potential through support and mentoring.

If you had a warning label, what would it say? "Buckle up, you're in for one hell of a ride."

What was your first job? Putting my paper round aside, my first job was as a telecommunications apprentice for GEC Plessey Telecommunications (GPT). I learnt an awful lot in the four years I spent at the factory in Beeston, Nottingham.

What was the last book you read, and was it any good? I recently read *Good To Great* by Jim Collins again. It's a great book and a reminder to focus on a few things you can be world class at, holding the whole team accountable for what needs to be done to achieve it.

What's the most important lesson you've learned from another business leader or mentor? Shaun Frohlich, the founder of Bytes, repeatedly tells technology leaders to invest in the best FD they can. It's still the best advice he's ever given me.

Who would play you in a movie of your life? Matt Lucas.

JENNI RILEY
Co-founder & business director, ITARMI UK

What has been your business highlight of 2022? I would say getting our first seed round of investment in. Up until this point we have bootstrapped the



Bring Your Human to Work by Erica Keswin. It's effectively about building relationships in the workplace and about the culture we create by being 'human.' I really enjoyed this book as it reminds me that the most successful leaders are those that show openness, empathy and genuinely care for the teams we create.

What's the most important lesson you've learned from another business leader or mentor? Always be true to yourself.

Who would play you in a movie of your life? I love Jodie Comer. She adapts so well to different roles and plays every part out with everything she has. Just like me!

PETER ROBBINS
CEO, Probrand

What has been your business highlight of 2022? Adoption of our platform technology.
If you were ruler of your own



company but it has been nice to be able to scale in line with business growth by expanding our team to support our global offerings.

If you were ruler of your own country, what law would you introduce first? The law of equality. So that every person could be treated fairly no matter what background, race, gender or religion.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Bill McDermott, the CEO of Service Now. He has the ability to create an amazing culture no matter what organisation he works for. He is a humble man with a great vision and I find him really inspirational.

If you had a warning label, what would it say? "If you don't want to hear the truth, don't ask me." I am a very honest person and believe that open honest communication is essential.

What was your first job? I worked as a care assistant in a nursing home, which I did up until I decided to go travelling.

What was the last book you read, and was it any good? The last book I read was actually

country, what law would you introduce first? Politicians need a level of relevant qualification to earn status as an MP.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Elon Musk.

If you had a warning label, what would it say? "WARNING: Change or be changed!"

What was your first job? Gardener.

What was the last book you read, and was it any good? *Digital Helix*. Excellent and very relevant.

What's the most important lesson you've learned from another business leader or mentor? Agendas of personal gain can be very damaging, especially when it comes to getting stuff done as part of a team-based culture and digital transformation.

Who would play you in a movie of your life? John Thaw.



HAYLEY ROBERTS
CEO, Distology

What has been your business highlight of 2022? Without a doubt is has to be our acquisition of Squareball, which we completed just a couple of months ago.

The whole process from start to finish was a great experience and something I had never done before. Not only are we now able to offer additional high-quality services to our partners and their customers, but we've also gained wonderful new team members in Berlin – the whole process has been a merging of minds.

If you were ruler of your own country, what law would you introduce first? Do not lie! I truly believe people should be as authentic as possible. Life is hard enough without having to second guess one another, so everyone should be as honest and truthful as possible.

Which channel or tech leader (outside of your own company) has impressed

you most in 2022? I have always admired Alex Tatham as a stalwart in the industry but more recently he has made a significant change in his career which is hard to do at any stage. I take my hat off to him and wish him the best in his new move.

If you had a warning label, what would it say? "Very honest and can be quite outspoken."

What was your first job? When I was 15, I worked in my local Littlewoods café on the pot wash. It definitely taught me how to be resilient!

What was the last book you read, and was it any good? *Life Is in the Transitions: Mastering Change in a Nonlinear Age*, by Bruce Feiler. The book was given to me by a lovely lady who was my coach not so long ago and, honestly? It's brilliant! Life isn't linear and it's really important that we understand our lives aren't the same – no two people have the same journey, and I think it's easy to forget that sometimes.

What's the most important lesson you've learned from another business leader or mentor? Over the years, I've received a lot of advice from other business leaders; however, I think the piece of advice that has resonated with me the most is always trust your gut and don't be afraid of making mistakes. It really is ok to not know everything and it's more important to be authentic about that, rather than pretending you don't ever make mistakes.

Who would play you in a movie of your life? Kristen Wiig – I loved her character in *Bridesmaids*.



GLENN ROBERTSON
CEO, Purechannels

What has been your business highlight of 2022? It has been an interesting year. We have seen stable growth as a business as we've responded to new client need and varying focus. We have spent the year adjusting to a post-Covid channel and what that looks like over the coming years.

But specifically exciting for us is that we have launched Viewpoint – our new 'to-partner' comms system. To-partner comms has been somewhat neglected over

the last few years, none more so than in Covid, weirdly! But it is becoming a new imperative as more vendors are adjusting and seeing the need for better partner comms. It just so happens that with good insight, predictions and a small bit of fortune, we have built Viewpoint and it is already starting to transform to-partner comms for some early adopters. **If you were ruler of your own country, what law would you introduce first?** Get rid of VAR in football! No need for the Premier League or FIFA or UEFA to have any input, just get rid of it (or start using it properly!) Failing that, ensure that school children are fully informed about the massive opportunity that exists in the channel.

This is genuinely something I feel passionate about. Who – in all the many different areas of our great industry – ever left school thinking “I will go and work in the channel” vs who just ended up here? We need to do a much better job of sharing this great information with kids and showcasing the huge potential. It is something we need to do, and knowing what I now know, if I ruled the country, I would just make it the law!

Which channel or tech leader (outside of your own company) has impressed you most in 2022? So this is always a difficult one for me. I am not really a fan of looking to big enterprise on this. I actually prefer to see the people shaking things up. Rick van den Bosch for example is doing a fantastic job with his start-up Channext.

Rubbing shoulders with and taking on some of the traditional PRM and TCMA vendors is great to see. Jason Atkins at 360Insights on his journey of acquisition to create the ultimate ecosystem stack. There is a fantastic group of emerging champions for the ecosystem and partnerships movement. Allan Adler, Jared Fuller, Jay McBain (always an inspiration). Meshach at Allbound growing his team amazingly here in EMEA. There is a lot happening, and a lot of people doing a lot of good stuff!

If you had a warning label, what would it say? “Be kind, understand and accept difference... Or else!”

What was your first job? An evening paper round, once a week, for which I was paid 1p per paper! A grand total of £2.78 a week. Then I moved onto washing up, packing a dishwasher and peeling garlic! **What was the last book you read, and was it any good?** I haven’t read any actual books in ages. I have listened to loads being read to me by my daughters, but other than key podcasts, videocasts, webinars and several key website and social pages/groups, no book reviews or recommendations from me I’m afraid.

What’s the most important lesson you’ve learned from another business leader or mentor? Take time. Play the long game. Nothing really ever happens overnight.

Who would play you in a movie of your life? Bryan Cranston – bald and bearded! Well, him, Sean Connery or Mark Strong!

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BOB SAHOTA

Sales director, Highgate IT

What has been your business highlight of 2022? Successfully transitioning Highgate to become the first four-day week organisation in the IT channel. The positive impact the initiative has had on employee wellbeing, mental health, job satisfaction and overall quality of life has been remarkable.

If you were ruler of your own country, what law would you introduce first? Anything that eases our individual and collective suffering. I would start with mandatory meditation or compulsory counselling. The state of our minds is worsening and we could all do with a daily dose of calm and stillness to help us manage our minds. Equally, there is huge freedom and relief in talking with others and sharing our feelings and emotions rather than pushing them downwards and bottling them up.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Within the channel, Dave Stevinson, CEO

of QBS, is a breath of fresh air. His relentless pursuit to make a positive environmental impact through their sustainable practices is inspiring. QBS’ recent B-Corp certification further demonstrates his commitment to high social and environmental performance.

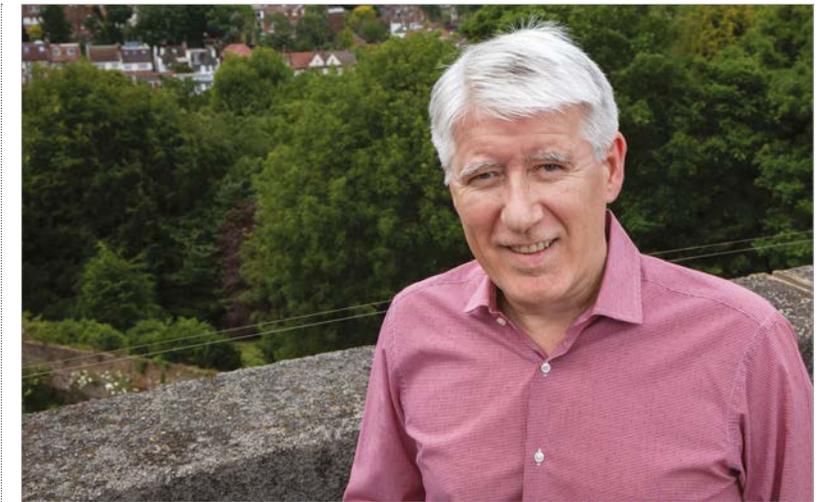
If you had a warning label, what would it say? “Warning: May provide unsolicited advice.”

What was your first job? It was a commission-only, door-to-door sales role at the age of 16, helping consumers to switch their gas and electricity suppliers over. Not realising at the time it would lead to a lifelong career in sales, it was my first glimpse of solving problems for end users for performance-related pay.

What was the last book you read, and was it any good? At any one time I juggle a few books. I’m currently reading *Stillness Speaks* by Eckhart Tolle, *The Prophet* by Kahlil Gibran and *Metahuman* by Deepak Chopra. They are all special in their own way and I am getting something from them all.

What’s the most important lesson you’ve learned from another business leader or mentor? One of the most impactful strategies I learned was Stephen R. Covey’s ‘4 Quadrants’, which is a task management matrix. It was something simple, yet profound, that I applied to all areas of my life. I still pass it on to others today in the hope it can help them too.

Who would play you in a movie of your life? Ben Kingsley. Slim pickings when you google bald British Asian actors.



FRANK SALMON

CEO, CMS Distribution

What has been your business highlight of 2022? The launch of our new website and webstore – CMS-Store!

If you were ruler of your own country, what law would you introduce first? I would introduce a law that stop political parties from changing PMs mid-term without having a general election.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Frank Wang, CEO of DJI. They have done a fantastic job developing and innovating new products and creating a new tech sector.

If you had a warning label, what would it say? “Work hard, play hard and be happy.”

What was your first job? My first full-time job was a cost accountant. I learnt lots about how not to run a successful business. **What was the last book you read, and was it any good?** *Calling The Shots* by David Dein.

Yes, it was a good insight to how football works and lots of insights to Arsenal.

What’s the most important lesson you’ve learned from another business leader or mentor? Success; there is no short cut – and it can only be achieved through people.

Who would play you in a movie of your life? Maybe Colin Farrell.



MATT SANDERSON

SVP UK&I, Ingram Micro

What has been your business highlight of 2022? Ingram Micro’s global launch of Xvantage – a gamechanger for the IT channel, applying the functionality

of the B2C experience to the B2B technology industry, and making it easier and more effective to consume and build on the business value distribution offers.

If you were ruler of your own country, what law would you introduce first? Remove plastic packaging from food products.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Elon Musk.

If you had a warning label, what would it say? “Warning: May contain sarcasm, proceed with caution.”

What was your first job? I was a labourer.

What was the last book you read, and was it any good? *Liftoff* by Eric Berger. An intriguing read.

What’s the most important lesson you’ve learned from another business leader or mentor? Be decisive.

Who would play you in a movie of your life? Jack Dee.

NEIL SAWYER
MD, Lenovo UK&I

What has been your business highlight of 2022? Starting my new role at Lenovo has given me the opportunity to develop my skills, experiences and meet many new faces within our great industry.

If you were ruler of your own country, what law would you introduce first? Bring some legislation/controls into effect for e-scooters. Great innovation, no boundaries.

Which channel or tech



leader (outside of your own company) has impressed you most in 2022? I will say the whole UK&I channel (diplomatic, I know). One year on from the end of an unprecedented period of market change, it has just been great to get back to what we all enjoy the most.

If you had a warning label, what would it say? “Warning: take in small doses!”

What was your first job? A landscape gardener’s assistant during my school holidays.

What was the last book you read, and was it any good? *The First 90 Days* (thanks, Graeme Watt!) – a great book for starting a new role.

What’s the most important lesson you’ve learned from another business leader or mentor? Authenticity. Be You. You are never above anyone. Always alongside them.

Who would play you in a movie of your life? Well, my favourite actor of all time is Harrison Ford so it has to be him just because of that.

RICKIE SEHGAL
Chairman, Transputec

What has been your business highlight of 2022? The business has done well despite a year that history will remember as the most eventful. The highlight for me was learning from our clients what they like about us and why they renewed and what they want from us.

In short, the *human* fact remains the main reason for the mutually successful relationship. We make a point for the client to have at least eight different people as their touch point at Transputec. All have the same mission and that is to “serve and learn”. User engagement and experience is paramount because of all the changes that are happening now.

If you were ruler of your own country, what law would you introduce first? That would have to be “Go GREEN BIG or GO HOME” attitude. Cut waist, consume less, spread the word.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Elon Musk has to be up there simply because he gets



Rickie pictured with his Leonberger, Coco

the coverage, but Satya Nadella is pretty close.

If you had a warning label, what would it say? “Work to live and not live to work.”

What was your first job? Software developer.

What was the last book you read, and was it any good? *The Age of Surveillance Capitalism* by Shoshana Zuboff, a Harvard professor. The book is a great example of how Google, Facebook and other social media giants have made user data the new currency by which they have built their fortunes. Wonderful and insightful reading.

What’s the most important lesson you’ve learned from another business leader or mentor? Start-ups should grow slow and steady; the best unicorns have taken 10 years to achieve acceptance and stability.

Who would play you in a movie of your life? Roger Moore, please.

MICHELLE SENECAL DE FONSECA
Global vice president – strategic alliance partnerships, Citrix Systems/ Cloud Software Group

What has been your business highlight of 2022? Being able to launch and co-sell new, differentiated services with our hyperscaler, technology and GSI partners has been rewarding. However, it’s been leading the effort to define the company’s strategy on marketplaces, secure its funding, setting up the cross-company organisation and



implementing a multi-year staged development that has been my highlight. It’s always rewarding to learn and create something new.

If you were ruler of your own country, what law would you introduce first? That the country must achieve carbon neutrality by 2030 and that all subsequent laws must continue to support a sustainable society for the citizens.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Meredith Whittaker, the president of Signal, co-founder of AI Now Institute and formerly of Google where she founded Google Open Research. Love her or not, she has been the needed thorn in Big Tech’s side – in a good way! – by elevating the awareness of algorithmic bias and ‘black box’ systems and making Big Tech more accountable.

If you had a warning label, what would it say? “Please turn off when not in use as device does not come with sleep mode.”

What was your first job? Detasseling corn and lifeguarding during my teenage summer months. Good pay but horrible working conditions at both jobs.

What was the last book you read, and was it any good? I just finished *AI Superpowers: China, Silicon Valley and the New World Order* by Kai-Fu Lee, the former head of Google China. He explains how AI developments are pushing changes faster than expected, how the US-Sino AI competition is heating up and how both need to embrace the responsibilities that come with technological power. Intriguing topic, well written and easy to digest, particularly if you like political science topics.

What’s the most important lesson you’ve learned from another business leader or mentor? I need to go back to my baseball coach who used to say life is like baseball: it’s all about getting the fundamentals right. Stay humble, not timid. Stay confident, not arrogant, for champions are

defined not by their natural talent but by their determination, their mind, their grit, their passion and compassion for the team. I have applied the same lessons to business my whole life.

Who would play you in a movie of your life? I would love for a blonde Jennifer Lawrence to depict my younger years with Candice Bergen from her *Murphy Brown* TV days to play me in middle age. I believe them both to be kindred spirits and they would certainly enhance the reality of the subject!



ALICIA SHEPHERD
Sales director, Terra Computer

What has been your business highlight of 2022? Getting out and visiting our reseller partners and attending face-to-face events.
If you were ruler of your own country, what law would you introduce first? Good manners. I'm old fashioned but a please and thank you goes a long way.
Which channel or tech leader (outside of your own company) has impressed you most in 2022? That is a very difficult question to answer, and I cannot pick any one leader, but I'm inspired and impressed by

all leaders who put their people first and nurture a can-do culture within their business.

If you had a warning label, what would it say? "Tendency to talk about running."

What was your first job?

Saturday job in a local bakery. Getting up at 4am to warm the ovens up, the smell of freshly baked goodies made it worthwhile.

What was the last book you read, and was it any good? *Let Your Mind Run* by Deena Kastor – this was a recommendation from a good friend, and I enjoyed every page of it – positive thinking at its best.

What's the most important lesson you've learned from another business leader or mentor? Quite simply: "You can't please all the people all the time, but you can please some people some of the time."

Who would play you in a movie of your life? Lucy Van Pelt from *Peanuts* – strong, wise and a good friend.

SARAH SHIELDS

Vice president, channel, Dell Technologies

What has been your business highlight of 2022? Getting back to face-to-face meetings! I've enjoyed working from home but nothing beats getting back together and seeing each other!

If you were ruler of your own country, what law would you introduce first? I'd ban the 'CC' button on email... If you are not writing it to me or you don't expect me to answer, don't expect



me to read it... Too much time is spent writing/reading stupid emails that are totally irrelevant and unnecessary. I'd ban them...

Which channel or tech leader (outside of your own company) has impressed you most in 2022? I get to meet so many amazing leaders in my job – partners, disties, vendors, consultants... I can't pick one...

There's a few that have annoyed me though! Can I name them?!
If you had a warning label, what would it say? "Don't CC her on emails – it makes her mad."

What was your first job?

Working for a van-hire company.
What was the last book you read? *Red Notice* by Bill Browder.

What's the most important lesson you've learned from another business leader or mentor? Paul Cook: "When it comes to people decisions, be quick and be kind."

Who would play you in a movie of your life? It would have to be an Avatar!



JANE SILK
VP of sales, EMEA, Climb Channel Solutions

What has been your business highlight of 2022? Following on from our recent acquisition of Spinnakar, their successful integration into the Climb family is both a highlight and another exciting new development in Climb's expansion.

If you were ruler of your own country, what law would you introduce first? I'd make 'How to manage your personal finances' a compulsory part of the secondary school curriculum.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? I genuinely can't think of just one leader that impressed me more than any other.

If you had a warning label, what would it say? "Danger: live wires."

What was your first job? My very first job was working as a waitress in a fast-food restaurant – not very glamorous but the view of the sea was great!

What was the last book you read, and was it any good? I re-read *To Kill A Mockingbird*

after many years, having first read the book at school. Second time around I still really enjoyed the book – its message about racism, prejudice and standing up for your beliefs are just as relevant today as they were when the book was first written.

What's the most important lesson you've learned from another business leader or mentor? It sounds like a cliché but two ears, one mouth!

Who would play you in a movie of your life? Emma Thompson because my guilty pleasure is historical dramas and I like to think I'm always up for a good laugh.



KELLY SIMKISS
CEO, Cybit Group

What has been your business highlight of 2022? Rebranding our three businesses: Perfect Image, Cyphra and Technique to Cybit and the holding company Pixel Group to Cybit Group. Although I knew a rebrand was needed when I joined just over 12 months ago, I hadn't anticipated how difficult it would be to choose a new name and brand and ensure that the heritage of the amazing businesses was retained while portraying our exciting future together as a single business.

It's been a lot of hard work, but I'm really proud of what we've achieved and so are our colleagues and customers.

If you were ruler of your own country, what law would you introduce first? Silly answer: only good wine allowed! Serious answer: abolish homelessness and ensure that no one is living in poverty.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? This is probably more a 2021 answer but Paul Shannon at ANS bringing in PE and then taking on UKFast into the ANS Group was very impressive!

If you had a warning label, what would it say? "Must contain Coke Zero!"

What was your first job? A babysitter on a Saturday night each week when I was 13 to 14 and then a shop assistant in a newsagents on a Saturday afternoon (after dancing) and Sunday morning when I was 15...

I remember being frustrated that I had to wait a whole year to be allowed to operate the lottery machine!

What was the last book you read, and was it any good? *The Familiars* by Stacey Hall and it's honestly one of my favourite books ever (and I'm a book worm so that is saying something!). My chief sales officer loaned me *The Mayflies* by Andrew O'Hagan too, which I read just before *The Familiars* and I loved that also, so my next book has a lot to live up to if anyone has any recommendations...

What's the most important lesson you've learned from another business leader or mentor? I had some amazing business leaders and mentors early on in my career (graduate scheme at United Utilities rather than the newsagent) who taught me the importance of being myself while being a leader. At that stage it would have been too easy for me to try and emulate one of them, or 'become a leader' in terms of what I thought a good leader should have looked like (which probably wasn't a northern, dyslexic girl) but they taught me the importance of authenticity in leadership and I think it's been the most critical lesson to my leadership career.

Who would play you in a movie of your life? I used to get told I looked like Charlotte Church (when we were both younger) I think she's an actress as well as singer now so probably her!



LEWIS SIMMONDS
UK channel & MM/SMB sales director, Hewlett Packard Enterprise
What has been your business highlight of 2022? Being shortlisted for CRN Vendor of the Year! I think it was great

recognition of the work we as a business and as a team have accomplished in the last year.

If you were ruler of your own country, what law would you introduce first? Something about littering, dog bags hanging from trees? What's that about?!

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Any that believe technology can be a force for good.

If you had a warning label, what would it say? "No karaoke after midnight."

What was your first job? YTS Digital Equipment Co. Product Literature Library.

What was the last book you read, and was it any good? *Barber Talk*. Yes.

What's the most important lesson you've learned from another business leader or mentor? To listen.

Who would play you in a movie of your life? Cillian Murphy.

DAVE STEVINSON
CEO, QBS Software
What has been your business highlight of 2022? We finally achieving our B Corp status in August 2022.

If you were ruler of your own country, what law would you introduce first? I would look at company law and replace the shareholder primacy clause to ensure that all businesses exist to serve each of their stakeholders. This is something I have been incredibly passionate about at QBS.

Which channel or tech leader (outside of your own



company) has impressed you most in 2022? It has been a bit of a tough year for traditional tech. Although I must say that the fellow from WeWork, Adam Neuman, has impressed me raising \$350m for a pre-seed company – valuing Flow at more than a billion. What could possibly go wrong?

If you had a warning label, what would it say? "Fantastically loyal."

What was your first job? Excluding various part time jobs that I held while at school and university, I started working in the IT channel for a company manufacturing computer displays in the Far East called CTX.

What was the last book you read, and was it any good? It was called *It's Not The How or The What But The Who*. I was given it by the author, Claudio Fernandez-Araoz and as such I am going to award it 10/10 for value.

What's the most important lesson you've learned from another business leader or mentor? Without a doubt it is the message I was taught in

business school: "Make a decent profit decently."

Who would play you in a movie of your life? I am not sure that it would be such an interesting movie, or a long list of applicants. Yet I always liked Tim Roth as an actor.



JODY STOCKFORD
UK&I channel MPS sales manager, HP Inc.
What has been your business highlight of 2022? Moving to the world of managed print from PS was an exciting new adventure for me within HP. I like to keep learning and growing, so this move was a big highlight for me this year. Making new connections and meeting partners face-to-face or remotely has been a great experience.

I also have to say that one of the more unique 2022 business highlights for me was making Mr Whippy ice creams during the heatwave while talking through our latest printer portfolio – a meeting to remember for sure!

If you were ruler of your own country, what law would you introduce first? Interesting question. I would love for more people to be kind and respectful of one another, and each other's opinions. We'd have a great

country built on supporting and lifting each other up.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? For me, it's been so encouraging to see how many of our channel partners positively engaged with our HP Pride Month activities. I was thrilled to see the uptake throughout Pride month and to hear about the plans and long-term activities that were created among the channel community to continue the momentum of the month.

If you had a warning label, what would it say? "Caution: operates at high speed – seat belts advised."

What was your first job? I was a buyer at Computer Centre – buying HP printers and laptops!

What was the last book you read, and was it any good? I love reading books on my Kindle – you could definitely call me a bookworm. I recently read a great murder mystery based in Portsmouth called *The Langstone Harbour Murders* by Pauline Rowson. It really resonated with me as I went to Portsmouth University, so recognised a lot of the locations in the book.

What's the most important lesson you've learned from another business leader or mentor? A key piece of advice I have always carried with me is "treat people the way they want to be treated, not how you want to be treated".

Who would play you in a movie of your life? Joanna Page. Although I'm not Welsh, I love her energy, kindness and positivity!



MARC SUMNER
CEO, Robertson Sumner
What has been your business highlight of 2022? Running our first ever successful Channel Chat Live event in the summer with a great panel and many of the CRN A-List in the audience too.

If you were ruler of your own country, what law would you introduce first? I'd raise the minimum drinking age to 21.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Elon Musk.

If you had a warning label, what would it say? "Too hot to handle."

What was your first job? Trainee accountant. Don't ask – I know.

What was the last book you read? *As A Man Thinketh*, by James Allen.

What's the most important lesson you've learned from another business leader or mentor? Surround yourself with good people and don't take things too personally!

Who would play you in a movie of your life? Dwayne 'The Rock' Johnson.

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ANNE TASKER

Non-executive director, Zenzero Solutions

What has been your business highlight of 2022? Completion of our third acquisition, a strategic investment based in South Africa which offers complementary services and provided additional talent.

If you were ruler of your own country, what law would you introduce first? 50 per cent of all news stories must be good news or celebrating success.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Elon Musk, while controversial, continues to elevate technology into the public eye. Starlink has been deployed in areas of the world providing critical humanitarian support, demonstrating the significance that progressive technology can have in challenging environments.

If you had a warning label, what would it say? "Danger: handle with care."

What was your first job? While studying at university I worked part-time as a software developer for a steel manufacturer. I was

fortunate enough to spend some of this time at the head office in Chicago – a hugely valuable experience from a personal and professional perspective.

What was the last book you read, and was it any good? *The Culture Code: The Secrets of Highly Successful Groups*. Fantastic book, easy to read, great insights into building a successful team culture.

What's the most important lesson you've learned from another business leader or mentor? Building a business can be like climbing stairs. You hit a vertical challenge, once you conquer this you can then reach a plateau until the next vertical challenge. You climb the stairs as you want to know what's at the top.

Who would play you in a movie of your life? Millie Bobby Brown.

ALEX TATHAM

Chief client & marketing officer, NSC Global

What has been your business highlight of 2022? Moving jobs! Having spent 14 glorious years at Britain's largest and best distributor, I joined NSC Global in September. It's a big personal move having seen Westcoast grow by some £700m in 2021 to retain its leading position.

If you were ruler of your own country, what law would you introduce first? Ban TCP!

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Phil Bell at Westcoast – what a great sales leader.

If you had a warning label, what would it say? "Be prepared for excess enthusiasm – ear protectors may be required."



What was your first job?

Selling men's underwear in Marks & Spencer Marble Arch (employee of the month, March 1981!)

What was the last book you read, and was it any good?

Your First 100 Days by Niamh O'Keefe – I just re-read it! Good for anyone taking on a new role.

What's the most important lesson you've learned from another business leader or mentor? "There's no problem in business that's too big to fix" (Jane Green – EY Partner).

Who would play you in a movie of your life? Alex Tatham – I have an Equity card!



DONNA TAYLOR

MD, IT Bus

What has been your business highlight of 2022? I think seeing our team thrive with the introduction to more permanent flexible/remote working and moving to a 4.5 day week. It is vital to us that we look after our staff the best way we can and this has been a huge driving factor in that. Personally, we have seen an increase in productivity and feedback has been really positive

with the help of getting the work/life balance more aligned for all the team.

If you were ruler of your own country, what law would you introduce first? Immediate indefinite jail sentences for all child and animal abusers.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Dame Stephanie Shirley CH, who arrived in the UK as a child refugee at the start of the Second World War and in the early 1960s, recognising an inequality and sexism for woman in the workplace set up her own software company called Freeland Programmers and created a safe place for women to work. Some 297 of the 300 workers were women and in a time when women had to have their husband's permission to have a bank account this was ground-breaking. Her business grew and was ultimately valued at almost \$3bn.

Her life changed and her generosity grew and in later life she gave away her wealth but because her brother has autism, she dedicated her life to the research of this, and other great causes. Dame Shirley CH is now in her late 80s but she continues to dedicate every day to her charities talking about her passion at seminars and with her famous books.

If you had a warning label, what would it say? "High maintenance: handle with caution/care."

What was your first job? Au pair in Germany. We were based

“ His one-liners are a legend: Taking risks and learning from failure; Decisiveness; Clear and simple communication; Commitment to self-improvement; and Management of people. ”
Sir Winston Churchill has a fan in Donna Turner

in Dusseldorf as my father was British Army but I was hoping to learn colloquial German.

What was the last book you read, and was it any good?

I have just finished reading two books. *Femina* by Janina (Nina) Ramirez is a powerful book about silenced woman in the mediaeval ages and a *Sunday Times* bestseller with amazing write ups. I cannot recommend it highly enough. It demonstrates that women have been powerful through the ages but silenced by 'male gatekeepers', to reference Waterstones! The other book was *The Russian* by James Paterson and was a page turner as usual. I am an avid James Paterson fan and pretty much read all his books.

What's the most important lesson you've learned from another business leader or mentor? Winston Churchill.

Who does not have Winston Churchill as a mentor? His one-liners are a legend: taking risks and learning from failure; decisiveness; clear and simple communication; commitment to self-improvement; and management of people.

And most importantly for his refusal to give in, even when things were going badly. **Who would play you in a movie of your life?** Sandra Bullock. Drama and humour, what more can I say – you have both in your life whether you want it or not.



NEIL THOMPSON
CEO, Daisy Group

What has been your business highlight of 2022? It's been great to see our people getting back together in the offices a couple of days a week and creating a really positive energy. Our head office restaurant's Pie Wednesday is a staff favourite too.

If you were ruler of your own country, what law would you introduce first? Free school breakfast for every child.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Dr Tim Ferris, NHS director for transformation. My fingers are crossed for this guy and his team as this amazing institution needs their help – so far, so good!

If you had a warning label, what would it say? "Warning: no off switch."

What was your first job? In a factory putting tiny Ian Botham statues in Cornflake packets for kids to drop into their bowls of milk.

What was the last book you read, and was it any good? *And Away* by Bob Mortimer. It was brilliant – and with some familiar flashbacks!

What's the most important lesson you've learned from another business leader or mentor? Everything's recoverable.

Who would play you in a movie of your life? Will Ferrell... I'd love to see what he'd do with it!

RICH THOMPSON
CEO, ANS

What has been your business highlight of 2022? Joining ANS and working with our amazing team, customers and partners.

If you were ruler of your own country, what law would you introduce first? Digital inclusion for everyone.



Which channel or tech leader (outside of your own company) has impressed you most in 2022? Tom O'Hagan (Virtual 1) and their sale to TalkTalk.

If you had a warning label, what would it say? "No bullshit please!"

What was your first job? Door man at my uni bar.

What was the last book you read, and was it any good? I'm working my way through *The Daily Stoic* by Ryan Holiday, and *World Class* by the former rugby world cup winner Will Greenwood. Both are excellent.

What's the most important lesson you've learned from another business leader or mentor? Keep things simple – do fewer things brilliantly!

Who would play you in a movie of your life? Cristian Bale – channel my inner *Batman*.



ROB TOMLIN
Vice president, UK channel, Dell Technologies

What has been your business highlight of 2022? Our Dell Technologies Channel forum at the Savoy this year was my highlight. The noise of everyone reconnecting was amazing!

If you were ruler of your own

country, what law would you introduce first? Everyone should have a Dell laptop.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? I have been so impressed with the work that Mark Sumner has been doing with the Channel Chat podcast. He must win a *CRN* award one day.

If you had a warning label, what would it say? "Last man standing."

What was your first job? I joined TPLC as an ISR in 1998.

What was the last book you read, and was it any good? *The Infinite Game* by Simon Sinek. I got to the end of it so I would say yes.

What's the most important lesson you've learned from another business leader or mentor? Be nice to everyone – it doesn't cost anything.

Who would play you in a movie of your life? Me.



MARGARET TOTTEN
MD, Akari Solutions

What has been your business highlight of 2022? Launching EnviroTrak, our sustainability product on Microsoft Teams. As a partner with purpose we aim to

make sure everything we build, service or deploy has a strong end purpose and EnviroTrak has been a huge passion project for us, many months in the making and now being tested by some amazing enterprise-level customers!

If you were ruler of your own country, what law would you introduce first? Mandatory enforceable fines for anyone littering. My biggest pet peeve is watching people throw trash away in the streets and the countryside.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Mary Hunter.

I've had the pleasure of working with Mary in WIT and not only is she amazing in her day-to-day role, she gives back to the partner community consistently. She is always there for those who need her and she is truly passionate in driving inclusion with not only females in tech but in every demographic.

If you had a warning label, what would it say? "This person does not understand the words 'You can't do that.'"

What was your first job? My first job was at 14 while in school, working in the Asda Red Balloon café

What was the last book you read, and was it any good? *Animal Farm*. Someone mentioned some lessons in it to me that are applicable in business, so I thought I'd give it a try. I'd refused to read it before as I had hated *1984*. The book was ok, but the person was right: some separate summaries taught me more.

What's the most important

lesson you've learned from another business leader or mentor? Always be truthful with yourself. You can't overcome your weaknesses if you aren't aware of them, and my mother always taught me to take feedback with grace and implement what you can. You don't have to accept it all or change everything, but the only thing that grows while standing still is a tree.

Who would play you in a movie of your life? No one wants to see a movie of my life – that would be entirely too confusing.

W



GRAEME WATT
CEO, Softcat

What has been your business highlight of 2022? Holding our annual Kick Off event at the ICC Wales for the first time for three years. What a blast!

If you were ruler of your own country, what law would you introduce first? Astronomic fines for anyone dumping rubbish or dropping litter. A pet hate!

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Neil Murphy – has done a really nice job since Bytes hit the FTSE.

If you had a warning label, what would it say? “Can be very impatient – handle with care.”

What was your first job? Bar job in Cornwall.

What was the last book you read, and was it any good? *Orphan X* by Gregg Hurwitz – 6.5/10.

What’s the most important lesson you’ve learned from another business leader or mentor? Always take the most respected interpretation – it won’t always be the right one but this approach will help you enormously in your personal and business lives.

Who would play you in a movie of your life? Michael Caine.



DAVID WATTS
 Managing director & senior vice president, UK & Ireland, TD SYNEX

What has been your business highlight of 2022? The development of our team and our partnerships. We did well when we couldn’t see each other face

to face and we still don’t see each as much but what a difference it makes when we do.

If you were ruler of your own country, what law would you introduce first? I’m pulling out my inner hippy here... I would say kindness first in all law making. That will improve or dismiss 90 per cent of laws.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? There are so many I could mention. If I have to choose one, it would be Roger Whittle of Jigsaw24. He was early into banging the drum on sustainability, has acted with passion and conviction, and is showing exemplary thought leadership. And he’s great company and is partial to a loud shirt, and I don’t mind that.

If you had a warning label, what would it say? “Don’t get him talking about the government.”

What was your first job? Ryman’s the stationers as a Saturday job. I loved that job. Mastering the till, talking to customers, understanding the weight of paper and expanding document wallet options... those were the days.

What was the last book you read, and was it any good? I love spy thrillers and I’m reading Charles Cummings’ *Box 88*. I’ve read nearly all of his books now and they are page-turners. I’m also reading *Xi Jinping – The Most Powerful Man in the World* by Stefan Aust and Adrian Geiges, which has recently come out. It’s an amazing story of the ascent of

the Chinese President written by two German journalists.

What’s the most important lesson you’ve learned from another business leader or mentor? A very basic one – walk fast and smile as you move through the workplace. People are watching you and will gain or lose energy based on how you appear.

Who would play you in a movie of your life? One of the Minions. They seem quite capable and can move easily between comedy and pathos. They deserve the chance, I reckon.



ROGER WHITTLE
 CEO and founder, Jigsaw24

What has been your business highlight of 2022? Enjoying seeing Jigsaw24 go from strength to strength as we opened our M1 service centre at the start of the year and moved premises to our new state-of-the-art offices in central London this autumn.

If you were ruler of your own country, what law would you introduce first? Compulsory *Monty Python* viewing as part of the national curriculum.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Elon Musk, for the astonishing scope of his

progress with both Tesla and SpaceX.

If you had a warning label, what would it say? “Beware of loud shirts in built-up areas.”

What was your first job? 12-hour nightshifts packing pork pies inside the freezer room. It’s been downhill ever since.

What was the last book you read, and was it any good? *Lady in Waiting* by Anne Glenconner – very amusing, scandalous, fun. A gripping read.

What’s the most important lesson you’ve learned from another business leader or mentor? Say thank you and work together as a team.

Who would play you in a movie of your life? I’d turn the movie of my life into one of those wellbeing mindfulness apps – a 4K film of the countryside in beautiful colour with no cast and no sound except the wind and swirling leaves would be far better!



ANGELA WHITTY
 CEO, Ampito

What has been your business highlight of 2022? To be honest I have had many business highlights this year! 2022 for me

has been a year of major change that saw me move from Cisco after 29 years and take up a new role at Ampito as its group CEO.

Suddenly I see business from a whole new perspective, and it’s been an eye opener. You realise how protected you are in the corporate world and being on the front line at a partner is tough...but hugely rewarding! It is one of the best decisions I have made, and I am learning new things every day! What has been absolutely incredible is the support I have had from other colleagues in other channel partners, for which I am hugely grateful. But for me the strength is in us all working together and creating a partner-to-partner eco system. This is where our true strength will lie and will bring increased business opportunities for all of us!

If you were ruler of your own country, what law would you introduce first? I would say a four-day week and compulsory Prosecco on a Friday maybe!

If you had a warning label, what would it say? Now that’s a good question. “Volatile when shaken – store in a cool dark place!”

What was your first job? My first proper job was in a nightclub behind the bar. I loved it as it was like being out but didn’t cost anything. I also learnt a lot about how to deal with people. If you can reason with an extremely drunk person, sober is easy!

What was the last book you read, and was it any good? I don’t read as much as I would like but my favourite author is Karin Slaughter. She writes really good

“ My first proper job was in a nightclub behind the bar. I loved it as it was like being out but didn’t cost anything. I also learnt a lot about how to deal with people. If you can reason with an extremely drunk person, sober is easy! ”

Angela Whitty

gruesome crime fiction – which is odd for me as I can’t watch that stuff. I have followed her characters for years now. Her last book that I read on holiday this year was *The Silent Wife*.

What’s the most important lesson you’ve learned from another business leader or mentor? I have been fortunate to have many good mentors over the years and all of them have offered different things but here are my favourites:

- Never forget where you came from and show respect to everyone across the business – they all have their part to play
- Be self aware and appreciate the impact you have on others – it may not always be the impact you intended
- Spend company money as if it were your own and let that guide your decision making
- A firm handshake is really important – that one was my dad!

Who would play you in a movie of your life? Meryl Streep – she can play some many different roles and that’s sometimes how my life feels!



COLIN WILLIAMS
Business line CTO,
Computacenter UK

What has been your business highlight of 2022? Customers have recognised the user and business importance of networking as a “critical” asset of digital transformation. Long overdue.

If you were ruler of your own country, what law would you introduce first? No swearing. I’m very intolerant of cursing conversations.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Hayley Roberts, Distology. Energy, intellect, conviction, humility, I could go on and on.

If you had a warning label, what would it say? “Be nice or I bite.”

What was your first job? Working in Tesco as a 16-year old with a Saturday job stacking shelves. It created my love affair with Tesco to the present day.

What was the last book you read, and was it any good?

Geoffrey Moore, *Zone to Win* a few years ago. Well-formed “common sense” that all senior leaders *must* read (whether they follow the outline or not).

What’s the most important lesson you’ve learned from another business leader or mentor? Learn how to say “No”. but ensure the other party understands why. People pleasing fails to help the most important person, “You”.

Who would play you in a movie of your life? Kevin Hart. It needs to be someone who doesn’t take themselves too seriously and can laugh at their own failings.

MARK WILLIAMS
CEO, Pensar Systems

What has been your business highlight of 2022? Coming out of the pandemic and increasing our revenue by 50 per cent in the process.



If you were ruler of your own country, what law would you introduce first? I would make it illegal to sell/promote anything ‘Christmas-ey’ before 1st December.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Anne-Marie Imafidon.

If you had a warning label, what would it say? “Channel veteran – go easy.”

What was your first job? Washer-upper at Little Chef.

What was the last book you read, and was it any good? *Rebel Ideas* by Matthew Syed. Yes, excellent.

What’s the most important lesson you’ve learned from another business leader or mentor? Never respond to an email when angry or upset. Wait a while and your response will be completely different.

Who would play you in a movie of your life? Gary Oldman (he can do justice to anyone).



PENNY WILLIAMS
VP of sales, CDW UK

What has been your business highlight of 2022? Returning to our UK offices, meeting our teams, customers and partners face to face.

If you were ruler of your own country, what law would you introduce first? I would take ESG policies beyond the right thing to do and mandate a provision of education, best practice and strategy, which enables businesses to become greener and ready for a sustainable economy.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? I could not pinpoint one leader, but here are some quotes that resonate with me: “I believe succession planning is one of the greatest responsibilities you have as a leader – so when your time comes to move on, your team not only doesn’t miss a beat but gains in momentum, embracing new challenges and realizing future opportunities.” – Angela Ahrendts. “You want to be the pebble in the pond that creates the ripple for change.” – Tim Cook. “Don’t spend so much

time trying to choose the perfect opportunity, that you miss the right opportunity.” – Michael Dell. “Failure is an option here. If things are not failing, you are not innovating.” – Elon Musk.

If you had a warning label, what would it say? “You can’t have it all ways!”

What was your first job? Telesales – selling educational software.

What was the last book you read, and was it any good? *Lessons In Chemistry* by Bonnie Garmus – an absolute delight, a must read.

What’s the most important lesson you’ve learned from another business leader or mentor? Preparedness – my mantra.

Who would play you in a movie of your life? Meryl Streep.

ANDY WRIGHT
Chief revenue officer, XMA

What has been your business highlight of 2022? To be honest, it’s been hard work in 2022, and



“The bloke just has no boundaries in terms of how he thinks and see the world. Don’t get me wrong, he seems to be very able to be a bit of a d**k as well.”
Andy Wright has the measure of Elon Musk

not any highlights that shout out to me.

If you were ruler of your own country, what law would you introduce first? Free school meals for all children.

Which channel or tech leader (outside of your own company) has impressed you most in 2022? Elon Musk. The bloke just has no boundaries in terms of how he thinks and see the world. Don’t get me wrong, he seems to be very able to be a bit of a d**k as well.

If you had a warning label, what would it say? “Boring old fart – approach with care.”

What was your first job? Farm labourer – long story.

What was the last book you read, and was it any good? *Dummies Guide to Economics* by Kwasi Kwarteng, foreword by Liz Truss.

What’s the most important lesson you’ve learned from another business leader or mentor? Treat people as you want to be treated by them.

Who would play you in a movie of your life? Harry Styles – I hear he is happy to appear in any old film at the moment.

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