

Piers Mummery

Managing Partner, TechCXO UK
Executive Mentor; Board Advisor; Interim CEO



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RELEVANT EXPERIENCE

Piers Mummery is a Board advisor, growth accelerator, executive mentor, entrepreneur, and interim CEO.

Piers specializes in guaranteeing business performance and sales growth for MSP's and Technology businesses. He also leads TechCXO's international operations with an emphasis on assisting U.K.-based organizations.

Piers has over 30 years of entrepreneurial experience and is an active non-executive director and business advisor. He was most recently **CEO for ImagIT Solutions** in Chicago and played a central role in migrating the business from an historic break/fix operation to an MSP.

Piers currently is a board advisor to various US tech businesses across the USA, including **Digital Times Transformation, RTB Technologies, Integritechs, and Vindex Systems.**

Piers was previously the **founder and CEO of BrightMove Media** in London, the world's first digital taxitop advertising network on London black taxis. Piers also launched, built and sold a successful garden leisure retail business. Prior to this, he managed the turnaround of a European telecoms business on behalf of a prominent US VC. In 2000, he was **VP of Business Development** for **YAC**, an Internet-based unified communications provider and was the founder of the UK operation. Before 2000, Piers **co-founded Dimension M**, a 25-person technology marketing agency.

He is passionate about innovation and growing businesses.

As an active networker and passionate technologist, he can also often be found propping up various bars and wineries with other like-minded business owners, whilst discussing how to scale and grow business.

PERSONAL STATEMENT

I am a passionate and driven Entrepreneurial Leader, CEO and Business Executive. I'm commercially astute and naturally curious with experience across multiple sectors including Digital, Technology, Marketing, Retail and General Commerce. Having worked in the service sector for most of my career, I place huge emphasis on looking after my clients. My intention is to always exceed expectations, based on trust, loyalty and clear communication. I like KPI's and milestones in order that my work is held to account. My clients are buying outcomes. As my work is around Growth Acceleration, my outcomes are contextual and sit within the broader company objectives and goals.

PRACTICE FOCUS

SALES

- Business Development
- Sales Strategy
- Sales Processes
- Sales Roles
- CRM & Sales Technology
- Channel Strategy and Management
- Strategic Alliance Management
- Account & Opportunity Management
- Sales Pipeline & Enablement

STRATEGY

- Business Planning
- Competitive Assessment
- Customer Experience Strategy (CX)
- Investment Due Diligence
- Market Analysis
- Pricing Strategy
- Product / Services / Market Fit
- Product Portfolio Mix & Mapping

ANALYTICS & INSIGHTS

- Enterprise Dashboard & KPI Development
- Sales Analytics
- Pipeline Health Check & Analysis
- Forecast Management

TECHNOLOGY ENABLEMENT

- Customer Experience (CX) Org.
- Lead Generation & Nurture
- Leadership & Coaching
- Marketing Funnel Management

CUSTOMER EXPERIENCE

- Brand Plan Messaging Assessment
- Buyer Persona & Messaging
- Customer Experience (CX) Map
- Customer Buying Process
- Sales Messaging

SECTOR EXPERIENCE

COMMERCIAL PRODUCTS & SERVICES

- Consulting Services
- Education & Training Services
- Human Capital Services
- Media and Information Services

MEDIA, INFORMATION SERVICES, PUBLISHING & SOCIAL CONTENT

RETAIL, RESTAURANTS, HOTELS & LEISURE (B2C)

IT HARDWARE & SERVICES; SYSTEMS AND INFORMATION MANAGEMENT

SOFTWARE

- Application Software
- Business Productivity Software
- Communication Software
- Database Software
- SaaS
- Social Platform Software

TechCXO[®]
experience > acceleration