

# Mathew Vernon

## Sales/Business Development

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## Professional Profile

Dynamic and results-driven Sales and Business Development Manager with a proven track record of driving growth across multiple sectors, including Print, Digital Media, SaaS, Web, and Publishing. Experienced in B2B sales through direct, agency, reseller, and distribution channels. Renowned for building and maintaining strong client relationships and for confidently negotiating at all organisational levels. Now seeking a rewarding opportunity within a forward-thinking business where I can leverage my expertise to deliver measurable results.

## Career To Date

 **Merkle, a dentsu company**  
*Business Development Manager*

(2021 - Present)

Merkle are the UK's largest Google Sales Partner, licencing to over 35% of Google's largest customers. I hold commercial responsibility for our Digital Analytics and AdTech practice, driving sales and adoption of the Google Marketing Platform and associated consultancy services to both new and existing clients, as well as supporting wider dentsu new business pitches for global clients.

### Key responsibilities:

- Developed and managed a targeted sales pipeline in collaboration with Google and internal leadership teams, ensuring strategic alignment and revenue growth.
- Partnered with Google and other key Technology Partners to align sales processes, marketing materials, and joint go-to-market strategies.
- Led vendor assessments and onboarded new technology partnerships to expand service capabilities and strengthen the partner ecosystem.
- Oversaw end-to-end pitch engagements, including solution scoping, proposal development, demo delivery, and contract negotiation.
- Collaborated with Account Managers to ensure client satisfaction, resolve commercial queries, and maximise value realisation from deployed solutions.
- Coordinated with legal and finance teams to remove commercial barriers and ensure compliant, profitable deal execution.
- Oversee contract renewal negotiations
- Maintained accurate reporting and forecasting via Salesforce CRM

*"Mat is an excellent sales lead for the GMP partnership. He has a great reputation across Google due to his collaborative nature and customer centricity. Mat is easy to work with, especially on complex deals. He managed our most difficult D2P opportunity with Vodafone from end to end, leading the process with diligence and grace"*

- Antonia Cecio | Partner Manager | **Google**

### Achievements:

- Led pitch process and onboarding of Google's most complex client – c£130m annual media spend
- 30% year-on-year increase in Analytics revenue
- Maintained 90% + renewal rate
- Salesforce administrator for team
- Led on pitches for global brands including **Emirates, Arla, Apple, Armani, BMW, Camelot, DAZN, Este Lauder, Galderma, Heineken, JLR, Kaspersky, LNER, NatWest, Barclays, Philip Morris**

## Skills

- 🔍 Identifying & Closing Opportunities
- 👥 New Business Development & Lead Generation
- 🤝 Account Management & Development
- 📊 Strategic Account Planning
- 🗣️ Confident Communicator & Negotiator at all levels including C-Suite
- 🤝 Stakeholder Management
- 🤝 Partnership Management

## Achievements

- 🚀 Onboarded Google's largest, most complex deal
- 🚀 Successfully launched and exceeded sales results for a fast track start up
- 🎯 Exceeded Year on Year sales targets in all roles
- 🏆 Multiple award winner
- 📄 Managed Reseller sale to secure contract valued at £6.5m
- 🗣️ Led pitches for some of the most recognised global brands
- 🏎️ Organised new product launch at RedBull F1 factory

## Certifications

- 🔍 Search Ads 360
- 📺 Display & Video 360
- 📊 Campaign Manager
- 🔍 Foundations of AI Search
- 📊 Foundations of Digital Marketing Creative
- 🔍 Privacy for Agencies & Partners
- 📊 Conversion Optimisation
- 📊 Google Analytics for Beginners
- 📊 Google Analytics
- 📊 Marketing Leadership
- 📊 Amazon DSP
- 📊 Amazon Retail for Advertisers
- 📊 Amazon Sponsored Ads
- 📊 Sales Management

## Awards

- 🏆 5x Winner – Sales team of the Qtr.
- 🏆 3x Winner – Sales team of the Yr
- 🏆 Highly commended - Best Sales Pitch
- 🏆 Highly commended - Sales Initiative
- 🏆 Winner - "Passion for winning"
- 🏆 Shortlisted for an **NMA** Effectiveness Award

## Education

- 📄 10x GCSE's
- 📄 4x A'Level's

# Career History



## Hutton.Agency

2020 - 2021

*Business Development Manager*

Co-Launched brand activation agency focused on innovative consumer electronic and lifestyle products, responsible for:

- Sales for all brands across EMEA markets.
- Manage accounts incl full account and relationship management
- Arrange and conduct business meetings with prospective clients

### Achievements:

Secured key accounts incl. John Lewis, Selfridges, KaDeWe, Harrods: Built a database of 5,400 contacts within 9 months



## Photocentric

2020 - 2020

*Technical Sales Manager (EMEA)*

Reporting to the Sales Director of this innovative manufacturer of 3D printers and resins, responsible for:

- New partner recruitment & management of relationships throughout EMEA
- New product and sales training for new and existing partners
- Assisting resellers with proposals and pricing support

### Achievements:

Implemented new sales order process, Recruited and onboarded largest 3D reseller in UAE



## KIP

2015 - 2019

*Sales Manager (EMEA)*

Global market leaders in manufacture of wide format printers and document management, reporting directly to VP Sales in USA and responsible for:

- New channel partner recruitment and management throughout EMEA
- New product and sales training, with particular focus on software platform
- Managing OEM relationships with Konica Minolta, Xerox and SHARP
- Assisting resellers with proposals, pricing support and pitches/tenders

### Achievements:

Grew revenue from £750k-c.£1.5m; Won tender in conjunction with SHARP for UK's largest construction firm - 175 sites valued at £6.5m; Managed relationships with major partners incl. Konica Minolta, Xerox, Sharp; Successfully organised new product launch at Red Bull F1 factory



## Gforces

2013 - 2015

*Account Manager - OEM*

Award-winning SaaS platform, incl. websites with full end-to-end ecommerce capability, and integrations with market leading partners.

### Achievements:

Signed majority of UK Vauxhall retailers to platform



## Johnston Press

2013 - 2013

*Business Development Manager - Creative Solutions*

A new position in the Johnston Press Digital Publishing team, this role was created to generate new revenue from bespoke digital products and help Johnston Press transition revenue from print towards digital.

### Achievements:

Successfully sold, project managed and launched 7 microsites within a 3-week period; >100% sponsorship sell through in 7 out of 8 Regions; +90% close rate ; Designed and implemented new creative ad formats in conjunction with campaign managers



## Bauer Media

2008 - 2013

*Digital Key Account Director*

Responsible for digital display advertising across Bauer Media's automotive properties, including Parkers, CAR and CAR iPad edition.

### Achievements:

123% increase in revenue over 4 years; Instrumental in launch of CAR iPad edition, having sold all ads into the launch issue; Jaguar campaign shortlisted for New Media Age effectiveness award; Behavioural targeted campaign for SEAT featured in New Media Age magazine.

Online Sales Manager - William Reed

(2005 - 2008)

Account Manager - TotalJobs Group

(2002 - 2005)

E-Commerce Consultant - Farming-On-Line

(1999 - 2002)

Car Sales Executive - Renault Leicester

Direct Sales (Door to Door) - Leicester