

# Gareth Case Curriculum Vitae

## Personal Details

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## Personal Overview

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With 19 years B2B marketing experience in the technology sector, I am a recognised marketing thought leader who thrives in demanding workplaces, where I have demonstrable experience of leading award-winning, client-side marketing teams. I have vast experience of working in, and leading multi-national marketing departments for privately owned and listed businesses.

I have a proven track record of driving revenue growth for the organisations I have represented, across multiple vertical markets and geographies and my vision is to deliver innovative marketing initiatives that drive revenue, brand loyalty and best practice. I have a true passion for pushing the boundaries of conventional marketing.

## Work Experience

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### NIIT Technologies

Marketing Director – Europe and Americas

Apr 2017– Present

NIIT Technologies is a IT outsourcing specialist with capabilities covering infrastructure, application development and testing, artificial intelligence, big data and analytics, robotics and automation. Employing circa 7,500 employees, NIIT turns over \$520m. Reporting to the board and managing a team of 5, I am fully accountable for marketing, PR and communications across the UK, Netherlands, Benelux, Germany and Spain. Key achievements include:

- Launched account-based marketing programme across 10 key accounts to drive new revenues from existing clients
- Created and launched industry first ABM program utilising Near Field Technology and hyper-personalised content
- Restructured global marketing team to align with key vertical markets
- Achieved \$31m of qualified pipeline within first 3 months of a \$120K campaign
- Conceived, designed and delivered a pan-European, multi-channel marketing campaign to the travel and transportation and insurance industries
- Led global brand and campaign initiative globally, leveraging local agency relationships
- Rationalised marketing supplier base and reduced 3rd party spend through consolidation of suppliers
- Produced video testimonials with 2 of the world's leading brands – Eurostar and Deutsche Bahn
- Created analyst/advisor engagement program

### DXC Technology

Marketing Director

Aug 2015 – Apr 2017

With 155,000 employees DXC turns over \$24Bn and is a top 3, global provider of IT outsourcing and next generation technology solutions. Reporting to the board and managing a team of 17, I was accountable for marketing and brand in the UK, Ireland and Netherlands region and managed a budget of \$4M. Key achievements include:

- \$108M of qualified pipeline from a \$750K marketing investment
- Influenced a further \$261M of qualified pipeline through prospect engagement and account-based marketing
- Restructured the regional team to ensure it can better serve the business, bringing in specialist skills including marketing automation, social, digital and PR.
- Created a data-driven approach to marketing campaigns
- Redesigned marketing reporting, ensuring demonstrable ROI on all marketing spend
- Leveraged alliance partner relationships to increase marketing budget and partner mindshare
- Led marketing workstream through the acquisition of Xchanging Plc
- Launched an industry first, hyper-personalised video marketing campaign
- Managed the marketing, branding and communications work streams through a major acquisition
- Relaunched CSC's insurance proposition to the London insurance market
- Led Communications and Marketing workstreams through the merger with HP Enterprise Services

**Xchanging plc [www.xchanging.com](http://www.xchanging.com)**

Global Marketing Director  
Mar 2012 – Aug 2015

With 7,200 employees in 10 countries and turning over more than £430M, Xchanging specialises in delivering technology and technology-enabled business processing solutions to more than 2,200 customers in 38 countries.

Reporting to the board and managing a team of 38, I was responsible for the global marketing strategy. I transformed the marketing organisation to meet and exceed the demands of the business and as a result of my success, received 2 promotions within 3 years at Xchanging. Key achievements include:

- Reduced the cost base of marketing from £9.2M to £4.6M whilst improving ROI by 113%
- Built a global marketing shared services team, comprising of specialist discipline marketers (social media/brand/digital/PR/campaign execution/analyst relations) and domain specialists (marketing managers/content marketers)
- Implemented cutting-edge technology solutions including Turtl ([www.turtl.co](http://www.turtl.co)) and Marketo ([www.marketo.com](http://www.marketo.com)), which has greatly enhanced customer engagement, market insight, reporting and return on marketing investment.
- Re-structured Xchanging's customer and prospect database enabling detailed segmentation and targeting for campaigns
- Introduced targeted content marketing initiatives, linked to account based marketing programs to drive customer and prospect engagement
- Delivered a pipeline of £64.3M directly from marketing led activity and influenced a further £122M
- Re-launched and re-branded Xchanging's Insurance Software Business, winning [1 B2B Marketing award](#), B2B Marketing campaign of the month and being runner-up in 5 other categories. ([www.xuber.com](http://www.xuber.com))
- Repositioned and re-messaged the 3 main sectors within Xchanging; Technology, Business Processing and Procurement and created a suite of leading-edge sales enablement tools.
- Winner of the 'Xchanging Excellence Award' in 2013, selected by the CEO from 7,200 employees.

**ONI plc [www.oni.co.uk](http://www.oni.co.uk)**

Head of Marketing  
Nov 2010 – Mar 2012

ONI is one of the UKs fastest growing IT resellers and is a top 10, UK Cisco Gold Partner, specialising in Data Centre, Unified Comms and IP Telephony solutions.

In my role as Head of Marketing I was responsible for the company's marketing plan and strategy. Managing a small, specialised marketing team, I orchestrated a partner-led, channel marketing plan, aimed at generating qualified sales opportunities and delivering revenue. In my time at ONI, the business grew from £14M turnover to £20M turnover. Key achievements include:

- Implementation of SalesForce.com to accurately track sales pipeline and marketing activities across the entire business
- Development of the iToolkit, a sales-enablement toolkit for all customer facing employees, improving brand and message consistency
- Launched ONI's new website, increasing visitor traffic by 330% and leads by 400%

## Previous Roles

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### **Athona Ltd** [www.athona.com](http://www.athona.com)

Marketing Manager, Jan 2009 – Nov 2010

Athona is one of the UKs leading medical specialist recruitment consultancies.

### **Viglen Ltd** [www.viglen.co.uk](http://www.viglen.co.uk)

Marketing Manager, Jun 2008 – Jan 2009

Viglen is the UKs leading provider of desktops and laptops to the UK Higher Education sector.

### **Arc Solutions** [www.arcsolutions.com](http://www.arcsolutions.com)

Marketing Manager, Aug 2004 – Jun 2008

Arc Solutions is a Cisco Technology Developer Partner, specialising in IPT and Unified Comms.

### **Intermec Technologies** [www.intermec.com](http://www.intermec.com)

EMEA Marketing Exec, Sep 1999 – Aug 2004

Intermec is the global leader in rugged mobile computing and asset management solutions.

## Awards / Achievements

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- Xchanging Excellence Award 2013 - Winner
- B2B Marketing Rising Star 2013 - Winner
- B2B Marketer of the Year 2013 - Runner up
- B2B Marketing Awards - Best use of live event marketing 2013 – Winner
- LinkedIn's most engaged marketer 2014 - Winner
- B2B Marketing's Top 10 B2B Marketers on Twitter 2016
- 2 B2B Marketing Awards in 2017 - Shortlisted

## Thought Leadership

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I am a regular speaker at marketing conferences including AdWeek Europe, Marketing Week Live, The Festival of Marketing and The B2B Marketing Conference. I have driven more than 1.4m visitors to my B2B marketing blog. I am also a guest blogger on the world's #1 social media site; [www.socialmediatoday.com](http://www.socialmediatoday.com) and the UKs leading B2B marketing site; B2B Marketing – [www.b2bmarketing.net](http://www.b2bmarketing.net) as well as contributing regular blog posts to LinkedIn, where I have more than 13,000 followers.

## Technical Capability

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- Adobe Creative Suite (Photoshop, Indesign, Illustrator)
- Salesforce.com
- Marketo
- Eloqua
- Wordpress
- Good Data
- Demand Base
- Google Adwords and Analytics
- MS Office
- Turtl
- Hootsuite

## References

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“In his time in Xchanging, Gareth has been inspirational in developing the branding and marketing of our insurance software suite Xuber. He and the team he has built around him took an innovative approach to re-launching the software, including using guerrilla marketing to create energy and passion. The success of the marketing campaigns have raised the bar at Xchanging and Gareth has played a key role in the broader transformation of Xchanging's sales and marketing capability.”

**David Bauernfiend, CFO, Xchanging**

“Gareth has the very rare talent of being both imaginative and goal orientated and is an outstanding Marketing Director, in fact the most gifted person in this role I have had the pleasure to work with.”

**Garath Lauder, MD, Data Integration**

“Gareth is one of the best marketing guys I've had the privilege to work with; his was full of creative ideas, new approaches - especially around social media and got everyone excited; then he executed against the plans within budget - superb!”

**Andrew Bligh, CFO, Xchanging Technology**

“Since Gareth has joined Xchanging, and Xuber in particular, he has completely revamped and revitalised the way in which we market and present our product range. His innovative use of social media, info- graphics and high quality marketing design has brought a range of marketing approaches, and a quality of execution, that the organisation has not been capable of before. This not only significantly changes the way in which our customers view the products but also raises internal morale and pride in our brand and company.”

**Max Pell, MD, Xchanging Insurance**

“Gareth possesses the unique ability to combine pioneering marketing ideas, fundamental marketing principles and the best people to deliver a high level of ROI. Rarely have I come across such passionate, committed, innovative and effective marketing specialists than the Xuber marketing team created by Gareth. I thoroughly enjoy working for Gareth and his teams because they are not afraid to make waves to stand out from the crowd – such a refreshing approach in the IT sector!”

**Polly Lambert, Customer Reference Manager, VMWare**

“Gareth is the kind of boss you want to work for. He manages his team in the same way he approaches his work, with energy, enthusiasm and creativity. Gareth says he wants to do things differently and then does it. I can confidentially say he has built up a great reputation within Xchanging as someone who makes change happen.”

**Flora Busby, Social Media Manager, Xchanging**

“Gareth has led some truly outstanding and innovative Marketing work around Xchanging's Technology unit and Xuber Software brand. Very impressive.”

**Casy Jones, SVP, Finn Partners**

“I worked with Gareth for a number of years at Arc Solutions. He has the unique ability to understand the requirements at ALL levels - from the most senior management to account managers within the company, to customers, resellers, users and technology partners - while balancing the requirements of both the sales and technical aspects of each demographic.”

**Bennie Grant, VP Channel Services, Arc Solutions**

Additional references available upon request.