

REBECCA COLLINS

Rebecca Collins brings over twelve years of experience in strategy, marketing and business development in the CRM software sector for companies including Zoho, Agile CRM and Zendesk. She has been recognised for her keen ability to turn around company performance and drive short-term and long-term growth.

As the Chief Strategy Officer for Zoho, Rebecca leads a cross-functional team in positioning the company for scalability and acquisition. By leveraging a servant leadership approach, she executed an internal reorganisation, relocated a major department and implemented company-wide performance measurements and Agile project management. Her efforts helped increase the company's market penetration and grow revenue by £4M in under two years.

Rebecca joined Zoho from Agile CRM, where she served as the Vice President of Global Development. Rebecca was instrumental in building Agile CRM's brand recognition and reputation as a thought-leader in the industry by overhauling the company's branding and launching CRM Magazine. She also led the company's expansion efforts into Europe and integrations with leading industry software providers.

Earlier in her career, Rebecca spent seven years working on marketing, sales strategy and project management for Zendesk. She integrated multiple smaller CRMs into the Zendesk portfolio upon acquisition and established the company's PMO organisation on a marketing budget of over £2 million. She also led the company's marketing operations and program management efforts.

Rebecca is recognised as an industry expert and has presented at events including the CRMC. She holds a Bachelor of Science in Econometrics and Mathematical Economics from the London School of Economics.