



Neil Cox

CMO, Tech Entrepreneur, Sales & Marketing Best Practice Coach

Introduction:

Neil Cox is a highly experienced marketing practitioner, entrepreneur and founder of two high growth technology marketing agencies – and more recently, the IOT Business Council.

Experience:

Neil has over 20 years' experience in B2B technology marketing within the IT/software market sector, working extensively in channel business models spanning; system integrators, VARs, start-ups, distributors, BPO, SolEx and OEM channels. For 10 years, Neil has worked with SAP and the SAP partner ecosystem as a consultant, helping to shape and execute partner programs both at strategic planning level to field execution and DG programs.

As a senior marketing practitioner, Neil has held various CMO and executive roles, also serving as the European Director for the CMO Council (CMOC) – the world leading peer network for senior marketing executives, implementing innovative 'best practice' education programs on ABM, channel marketing and precision marketing techniques. As an experienced trainer and coach, he specialises in marketing /sales alignment and sales funnel management, bringing to the room also the latest social and IOT trends.

In 2010, Neil conceived a new best practice B2B agency model which later became The Profiling Labs – bringing together leading experts in the core disciplines of database, digital, B2B marketing and sales methodologies. Recently Neil co-founded the IOT Business Council, providing a community for executives to accelerate their understanding of IoT and its impact/opportunity to their business.

Background:

- CMO Council EMEA Chair of Advisory Board EMEA
- CMO Council Sales & Marketing Alignment Best Practice Program
- CMO Council Lead Management Best Practice Program
- CMO Council Account Based Marketing EMEA Program
- Sales Methodology Practice - Solution Selling, SPIN Selling
- Harvard Service Profit Chain – Customer centric growth strategy

