

Magnus Maynard



Experience

Magnus has over 20 years experience working in the Communications Technology Sector in Europe, North America & Asia Pacific. Magnus has been instrumental in developing many businesses into market leaders and has held many senior roles and total fiscal responsibility for countries and regions the businesses have operated in.

From start up to market leading position, Magnus has a comprehensive understanding of all aspects of business. With great relationships in clients and vendors alike Magnus is able to ensure all aspects of the client and technology lifecycle are managed to the highest expectations.

He has also led technology development, project management, service & support teams within client delivery. Magnus' strategy and execution skills are well developed through having redeveloped a global integrators go to market, client team, implementation and support environment. This specific business became Avaya's and then Cisco's no.1 partner in the World.

Business Expertise

- Assessment of potential markets, channels
- Development of new business regions
- Assessment of vendors/suppliers
- Management of strategic initiatives
- Leadership in multifaceted environments
- New/high technology understanding
- Change management
- Team leadership and development
- Team building and motivational skills

Major Assignments

TOUCHBASE GROUP (+\$300M) – Business Leader, Global & Regional Director. Initially responsible for the growth of the client delivery and support business in Europe and Middle East within PABX, mobile & broadcast fax technologies. Partners included Avaya, Ericsson, Siemens, C&W and Mercury. Then relocated to Asia Pacific, based in Sydney to create and develop Touchbase's APAC business. Responsible for all P/L's in region. Assigned to re-invigorate the North America region and developed and executed a change in business structure to keep our sales and delivery capabilities in line with client expectations.

WELLINVESTED (\$120M) – SF, USA. Assist with the restructure and eventual sale of Wellinvested to a suitable buyer within the banking industry. Wellinvested's offering was to provide empirical trading analysis and systems to traders within commodities and Futures.

NSC (\$60m) - SYD, AUS. Identify, assess and develop a technology strategy and roadmap within the outbound and NLSR sectors with the overall outcome to create a new fully funded global technology business.

Contact Details

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