

Roger Perton joins Crayon UK as Channel Sales Director

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Brings extensive experience in business and P&L management to drive company's UK growth strategy and oversee sales functions

Roger Perton has joined Richard Lockey's team at Crayon UK to assist with his on-going plans to drive the company's UK channel business. Perton joins from OSCL, where he was its OEM Business Director, with a distinguished track record in the industry for constantly exceeding targets and motivating and directing high performance, international teams to success.

Says UK Country Manager, Richard Lockey: "Since joining Crayon UK, one of my first observations was the need to drive our UK Channel business. This meant finding the right leader to contribute to the overall growth strategy and oversee the sales function. After a four-month search, I certainly feel Roger is the right man for the job. His dynamic yet professional approach and keenness to share his strategic knowledge can only inspire his team to facilitate business growth on a large scale.

Continues Lockey, "Roger brings a great deal of energy and charisma to the role and consistently seeks to fully understand our partners' experiences and expectations to ensure we communicate and support them effectively and successfully. With his extensive expertise, Roger will be a key asset to our company – increasing the visibility of our solutions and services to the UK channel."

Before his role at OCSL, Perton spent over 14 years at HP, most recently taking on the role of Commercial Sales Director, where his ability to build strong relationships with team mates, customers and stakeholders ensured a wealth of repeat business – totalling \$700 million for products across the entire HP portfolio.

"It's an exciting time to be joining Crayon under Richard's new leadership," says Perton.

"Richard's vision for Crayon in the UK was a key factor in my acceptance of the role. Crayon is a large organisation and number one in its space, but the UK is undergoing a renewed push to gain further market share from its competitors. The indirect space is a key and vital area to help us achieve this over the next 12 months.

"With this in mind, I've joined to lead the charge in this side of our business. Whilst, it's clearly still early days for me to go into great detail about my plans, I can say that we will be looking to announce a fresh and innovative Partner Academy. This is for both existing and new partners and designed to increase SOW within their customer base, by utilising Crayon's unique propositions as part of their own portfolio of services, as well as the normal day-to-day license purchases they need. This will include some excellent incentives for the organisations themselves, but also for their sales people at an individual level."

Perton is already working on a robust internal training and networking programme, which he is looking to roll out to the channel over the coming months to assist Crayon's partners in the UK to win more business and increase profitability.

He adds, "I am also looking at which partners we can work with on a reciprocal level to help them benefit from all the infrastructure and cloud opportunities we come across when working within the world of software optimisation and technology compliance. I am delighted to be part of it all."

Crayon UK (<http://www.crayon.com/en-GB/>) has had a great start to the first two quarters of the year, with a number of key account wins for its SAM consultancy business, as it continues to assist organisations around the world in optimising their IT investments through a SAM-first, cloud-first strategy.

Recently a large UK pharmaceutical customer managed to save 30% of its licensing costs via their chosen reseller by using Crayon's Cloud-IQ

(<http://www.crayon.com/en-GB/cloud-volume-licensing/Cloud-Service-Provider-Services/crayons-cloud-iq/>) portal for their Azure consumption. The reseller indicated that the portal was simple and intuitive for both themselves and their customer to use and was set up for the client within minutes, enabling them to spin up or down users at the touch of a button. This has not only provided the customer with greater flexibility, but also vastly improved its ability to forecast costs and budget accordingly, as it now has a very clear and concise view of their future spend.