

# ADRIAN JONES

Chief Executive Officer | Senior Advisor | Board Member

+65 8444 0007 | +44 7949 301341

@ adrian.jones@personar.ai

www.linkedin.com/in/adrian-jones-8120811/

Singapore | London



## EXPERIENCE

### CEO & Co-Founder

#### PERSONAR

2021 - Present | London, UK

CEO and CO-Founder of Personar.ai, a unique AI engine designed to support Enterprises, Govt and Sports in mission-critical decisions. Headquartered in London, UK. with offices in Melbourne, Australia, Singapore and Austin, TX, USA.

Supporting organisations around the world in using AI technology to improve productivity and make accurate and mission-critical decisions.

### Chief Revenue Officer

#### ABBYY

10/2021 - 01/2023 | Singapore | London

- Reporting to the CEO of ABBYY, driving global sales across 90 countries worldwide
- Growth of 38% in 2021 and on target for 41% growth in 2022, with market leadership of Intelligent document processing and leader in process discovery technology.
- Leading global sales as well as acting CMO for the company, and board discussions on PE and overall strategic direction of ABBYY.
- Changed ABBYY GTM model in last 12 months to drive higher value strategic products to create higher growth and value for ABBYY.

### Senior Advisor

#### Warburg Pincus

11/2020 - 12/2023 | London, UK

4th Largest Private Equity company worldwide

- Reporting to the Managing Partner of Warburg Pincus Technology Practice, London.
- Responsible for Go To Market Discussions with prospective clients Warburg is looking to invest or acquire. Involved with large scale due diligence projects on the GTM side of the business and also regular support for other parts of Warburg worldwide with knowledge of Asia and US and European markets.

### Executive Vice President APJ

#### Automation Anywhere

04/2018 - 11/2020 | Singapore

Responsible for Asia Pacific and Japan for Automation Anywhere reporting to CRO

- Taken AA to No:1 Automation & AI Vendor in Asia within 12 months, with 300% growth through large end user multi-million dollar deals across the region
- 700% growth in new customers and partners across the APJ region, and delivered APJ to solid Number 2 region globally outside of the Americas business
- P & L responsibility for the region as well as Sales, Marketing, Services, Solution Engineers. Singapore

## LANGUAGES

### Japanese

Advanced



## SKILLS

### Executive Leader

### International Sales Leadership

### Industry Speaker

### GTM Advisor

### Worked in 3 Geo's

### AI

### Automation

### Cyber Security

## AWARDS



**IT Executive of the Year 2008 - Voted by US IT Industry**

# EXPERIENCE

---

## CEO & Managing Partner

### Velocity Design Asia Pte Ltd

📅 01/2016 - 04/2018 📍 Singapore

CEO for a Strategy Design and Go To Market consulting company, based in Singapore covering Asia Pacific

- Supporting new startups and Fortune 500 companies on how to go to market in Asia, laying the foundations for these companies and taking them into the C level relationships across the region to drive new growth in their business
- Adrian also consults on Cyber Security and Digital Transformation areas, to help support companies growing needs in this focused and demanding area
- Managing clients such as VMWare, Splunk, Oracle, HPE, Kaminario, CyberInc and many others

---

## Executive Vice President Global Sales & Operations

### Symantec Corp

📅 06/2014 - 10/2015 📍 Mountain View, CA

Reporting to the CEO, Responsible for all Global Sales and Operations for Symantec Corp. Running a \$2B business focused with Fortune 500 companies on a global scale and channel and alliance partners

- Grew revenues last two quarters in a row in Security, first time in 4 years, transformed the sales GTM motion of the company and transitioned the Veritas Information Management business off as sold to Private Equity
- Grew New License revenues over 20%, and Americas region over 35%, responsible for 2,000 sales and services professionals globally  
Executive team member and section 16 officer

---

## Senior Vice President & Managing Director - Asia Pacific

### Oracle Corporation

📅 03/2011 - 06/2014 📍 Tokyo | Singapore

Reporting to Mark Hurd -CEO, Oracle Corporation, Responsible for all of Asia Pacific Region

- Responsible for all Software License and Hardware Sales, Sales Consulting, Services and OCS organizations, approx. 5,000 People across APAC, and \$4B in revenues
- As the Head of Asia Pacific driving the P & L for the region, representing 20% of Oracle's overall revenue contribution

---

## Senior Vice President - Asia Pacific & Japan

### Hewlett-Packard Company

📅 11/2009 - 02/2011 📍 Tokyo, Japan

Reporting to Dave Donatelli

- Reporting to Dave Donatelli – EVP of ESSN, responsible for 4,000 People across APJ with annual sales of \$5B.  
Residing in North Asia (Japan) responsible for all of Asia Pacific and Japan's Enterprise Servers, Storage and Networking business, including full P & L responsibility from Supply Chain to Sales, to Product Teams, and Marketing.  
Grew Revenues over 34% in 2010, and increased Margin and Share in every product category in 2010, the only region for HP to gain share in all product areas, giving HP APJ the No:1 region for ESSN in 2010.  
Re-designed the commercial and channel sales teams in 2010 to drive a higher focus on selling solutions together with hardware, software and services, and greater alignment with our other HP BU's to drive a better business outcomes for our customers and partners.

## EXPERIENCE

---

### Vice President - Americas (Channel Chief)

#### Hewlett-Packard Company

📅 03/2007 - 10/2009 📍 Broomfield

Reporting to SVP PSG Americas, responsible for annual sales of \$12B

- Focus on HP's Channel Partners across the Americas, (US, Canada and Latin America), supporting 25,000 Channel Partners
- Responsible for all three Business Units across HP, PSG, IPG and TSG (Enterprise Business), responsible for the strategy and direction of HP's Channel Business in the Americas
- Grew revenues in all areas in 2008 and 2009 by +20%, and re designed and developed a strong Channel Partner Program second to none in the industry to becoming the leading Channel Company across the Americas, Channel Executive of the year 2008, voted by the US Channel Press and Industry

---

### Senior Vice President Worldwide Sales

#### McData Corporation

📅 08/2006 - 02/2007 📍 Broomfield

Reporting to the COO, responsible for 430 people in the Sales & Services organization, with revenues exceeding \$700M annually

- Focused on growing revenues through our OEM Partners, End User channels and a Network of Channel partners worldwide

---

### Vice President of Americas Sales

#### McData Corporation

📅 05/2006 - 08/2006 📍 San Jose, CA

Reporting to the SVP of WW Sales & Services, responsible for 230 People in The Americas Sales & Services Organization

- Focused on continuing to drive 65% of the companies revenues in North America, into OEM, End User and Channel Partners
- In my first quarter we organized the Americas for success by re-focusing our Named Account strategy, and commercial teams to gain more a higher degree of efficiencies and drive growth in our already 10,000 end user customers

---

### Senior Vice President of Sales

#### Pillar Data Systems

📅 04/2005 - 02/2006 📍 San Jose, CA

Reporting to the CEO, responsible for all worldwide sales, end user, channel and OEM

- Built team from scratch starting with 2 people and grew to over 130 people worldwide within 9 months, setting sales strategy for the company, growing revenues over 100% quarter on quarter from April '05, to be one of the fastest growing storage start-up companies
- Won Fortune 100 accounts within first 6 months and drove a strong end user strategy for the company worldwide, setup channels and distributors to ensure engagement in all areas to maximize exposure for Pillar's products early on
- Built strong European team of 60 people in 4 months, San Diego, CA

---

### Senior Vice President of Worldwide Sales

#### OEM & Alliances

📅 02/2004 - 05/2005 📍 San Diego, CA

- Reporting to the CEO, responsible for the strategy and direction of BakBone's OEM & Alliance Business worldwide, dealing with major corporations such as HP, Dell, Sun, Net App and IBM.
- From March 04 to November 04, as Acting VP of marketing, responsible for Worldwide Marketing, overseeing all facets of marketing and corporate communications including channel marketing, product marketing and public relations. Act as the main spokesperson for BakBone for press and industry analysts. Integral to reviewing and assessing potential M&A opportunities for the company with involvement with BakBone's VC Partner, Vantage Point

## EXPERIENCE

---

### Vice President of Worldwide Sales

#### Quantum Corporation

📅 01/1993 - 02/2004 📍 Location

Responsible for Worldwide channel & end user sales for the Quantum Corporation, reporting to (Rick Belluzzo) CEO

- Grew Quantum's Worldwide Channel business over 40% from 2002-2003. Established End User and Inside Sales Teams Worldwide, focused on SMB to Enterprise. Responsible for redeveloping the channel globally, enabling Quantum to reach new segments and expand its enterprise business, reseller and distribution networks. Formed OEM and strategic alliances for Quantum and was instrumental in integrating and combining the company's Snap Server NAS and Data Protection sales organizations into one Storage Solutions Group (SSG). Played integral role as part of Quantum's executive team in the reshaping of the company's storage business including leading the effort to restructure EMEA operations as Acting VP EMEA, based in the UK for four months.

---

### European Sales Manager

#### Citizen Watch Co

📅 01/1989 - 02/1993 📍 Slough

Responsible for all OEM and Distribution Sales within Europe, managing two direct Sales Executives in Europe and two in-direct

- Responsible for generating Sales Targets and increasing revenue share across European OEM's and Distributors
- Increased sales of Floppy Disk's from 10% of the UK Market in 1989 to 32% in 1991

---

### OEM Sales Manager

#### Panasonic Industrial UK

📅 01/1986 - 01/1989 📍 Location

Responsible for the sale of Panasonic Peripheral products across the UK, selling to OEM's such as ICL, Amstrad, Apricot Computers and Viglen

- Managed major OEM assignments in Japan. Acted as OEM liaison between Japan and UK in Osaka

## EDUCATION

---

### Elec Engineering

#### Oxford Cherwell College

📅 01/1985