

Profile

An AI Ecosystem and Partnerships Leader with 25+ years of experience building, scaling and leading partner networks that accelerate enterprise AI and cloud adoption across sectors and geographies.

Carey has an outstanding track record for innovative and effective interventions, which have widely contributed to business growth, driving commercial performance and significant returns on investment.

An AI-fluent leader adept at building cloud-based AI agents and mediating between business needs and technology as a value enabler, leveraging Partner Ecosystems as a Strategic Growth Driver supporting: Business Enablement, Workforce Transformation, New Ways of Working, Next-Gen Tech (AI & Cloud).

Carey has exceptional communication, influencing and management skills, which have been utilised to develop strategic partnerships, enable workforce transformation and accelerate technology adoption across global Technology & IT Services sectors, spanning: Cloud Computing, AI, Cyber Security, Enterprise Software & Virtualisation, GPU Infrastructure, and Technology Training & Certification.

Skilled at maximising a progressive culture throughout the organisation and creating the conditions for change with stakeholders, Carey can translate complex issues into decision-actions, balancing risk and opportunity within: Leadership, Strategy, Technology, Workforce Transformation & Commercial Mgmt.

Carey excels in setting strategic direction, scaling routes to market and developing channel ecosystems, leveraging commercial and technology expertise gained from working within reputable organisations: AWS (Amazon Web Services) NVIDIA, Symantec, Citrix Systems and Learning Tree International.

With a coaching and servant-leadership style, Carey can navigate the social complexities found in the modern workplace, engaging, equipping and empowering people to deliver their objective goals.

A business leader adept at utilising change initiatives to drive reputational CSR & ESG value across: Products, Services, Innovation, Workplace, Governance, Citizenship, Leadership & Performance Mgmt.

As per notable contributions, Carey is acknowledged for building teams, instilling confidence and capability in people, driving: customer satisfaction, operational performance and stakeholder value.

Notable Contributions

- Innovation & AI Workforce Enablement - repurposed two AWS funding programmes to create a fully funded GenAI training model - training 4,000 EMEA customers and establishing a new AI GTM motion (AWS)
- OD & Workforce Transformation - led an EMEA Training Partner restructuring - establishing a new vision, operating model & transition framework - increasing customer attach rates from 4% to 9% in 6 months (AWS)
- Programme Leadership - directed EMEA fulfilment activities supporting a major DGX A100 deployment for the Saudi Telecom Company - enabling the Kingdom's first AI and deep learning cloud infrastructure (NVIDIA)
- CSR & Citizenship - expanded EMEA AI skilling programmes for disadvantaged communities, including NetCampus South Africa (650 students) increasing workforce capability and technology awareness (AWS)
- Strategic Partnerships & PM - designed and launched the Secure One Distributor Programme - aligning a 13-person steering group - delivering a new EMEA distribution framework to 55 strategic partners (Symantec)
- NPD - authorised Arrow Intelligent Systems as an Edge AI partner - enabling AI-enabled hardware solutions, creating a new POS product line (Lenovo/ISV partners) ahead of mainstream enterprise AI adoption (NVIDIA)

Core Competencies

Leadership · Board Level Engagement · Strategy · Ecosystem Development · Strategic Partnerships · NPD
ESG · Commercial Management · P&L · AI Workforce Enablement · Cloud Computing · PM · GTM · Sales
Growth · OD Stakeholder Engagement · Talent Development · Performance Management · Responsible

AI · CSR · SCM Channel Management · Distribution Strategy · Training · Marketing Mix · BD · SRM · Change · Applied AI

Professional Full-Time Service Engagements

With over 25 years of experience, Carey has provided advisory and strategic counsel to Boards and Senior Leadership Teams, sharing many value-creating experiences and engineering solutions to achieve objective goals, contributing to growth and performance turnaround.

Presently Available for AI, Ecosystem Leadership & CAIO Opportunities

05/22 - Present AWS - Amazon Web Services (Technology - AI & Cloud Computing) t/o \$128.7bn fte 100k

Head of Training & Certification Partnerships - EMEA - dr 10 (direct reports) mm 18 (matrix)

>Ecosystem Leadership - appointed to direct the EMEA Training & Certification partner network for a global cloud computing, AI & digital infrastructure leader - leading 189 partners across 115 countries - building capability to accelerate enterprise AI and cloud adoption at scale

>GenAI Programme Innovation - replaced failing GTM motions with a free-to-customer GenAI training model - repurposing two AWS funding programmes to reach 4,000 EMEA customers in pilot and establish a new GTM motion for AI workforce enablement at no incremental cost

>OD & Workforce Transformation - led the EMEA Training Partner team through organisational change and workforce restructuring - establishing a new vision, team and cross-functional transition framework - which increased customer attach rate from 4% to 9% in six months

>Change Mgmt & Turnaround - rebuilt a leaderless team and an underperforming business unit behind a single vision and execution plan, with incentives rewarding innovation - reversing a -15% decline to a +5% growth and cutting attrition from 23% to zero, sustained over 4 years

>Commercial Management - held ownership of a \$12m P&L and a \$7.5m programme budget - directing partner performance, funding allocation and programme investment across a complex matrix spanning Sales, Marketing, Partner Development, Product, Operations, Finance and Legal

>AI Workforce Enablement - repositioned training from a transactional product line into a strategic lever for cloud ARR acceleration - driving AI skills adoption across EMEA - with 50,000 professionals trained in cloud, AI and GenAI, from foundational to specialist pathways

>Responsible AI & CSR - established an EMEA-wide Social Impact skilling programme - widening equitable access to AI and cloud skills for disadvantaged communities - creating structured pathways into tech careers, whilst strengthening workforce participation and digital capability

02/17 - 08/21 NVIDIA (Technology - Enterprise GPU Hardware & AI Infrastructure) t/o \$16.7bn fte 19k

Director, Enterprise Distribution EMEA - dr 5 - mm 5

>Distribution Leadership - appointed to lead the EMEA enterprise distribution channel for a global leader in accelerated computing, GPU platforms & AI infrastructure - building & expanding the regional distributor network - positioning the channel for an enterprise AI adoption wave

>Distribution Growth & Network Expansion - grew EMEA enterprise distribution fulfilment from \$152m to \$224m annually through targeted ecosystem development - expanding the partner network by onboarding Ingram Micro & Arrow ECS to extend EMEA reach and delivery capacity

>Pricing Strategy & Governance - defined and implemented MSRP (manufacturer's suggested retail price) across the full NVIDIA enterprise board range in 36 countries - creating commercial predictability, partner confidence and pricing consistency across the distribution channel

>eCommerce - established Enterprise GPU sales across an existing online store spanning 13 EMEA regions - defining pricing, fulfilment and local-currency operations to create a new direct route to market - growing revenues by 17% MoM to over \$100k per month within 8 months

>Programme Management & SRM - led EMEA distribution fulfilment for a major DGX A100 deployment to the STC (one of NVIDIA's most significant EMEA transactions) navigating a complex new supply chain to establish the Kingdom's first AI & deep-learning infrastructure

>NPD & Market Development - identified an early opportunity with Edge AI, authorising Arrow Intelligent Systems as a specialist distribution partner - enabling a new AI-enabled POS hardware line (Lenovo & ISV partners) whilst expanding routes to market ahead of enterprise AI adoption

08/15 - 02/17 Symantec (Technology - Cyber Security) t/o \$4bn fte 13k

Director, Distribution & SMB EMEA - dr 23 - mm 18

>Distribution Leadership - appointed to lead EMEA distribution and SMB market activities for a global cyber security leader during the Symantec and Veritas separation - building the EMEA distribution and operating model from the ground up, installing first-principles to delivery

>Strategic Partnerships & Project Management - designed, built and launched the Secure One Distributor Programme within six weeks - aligning a 13-person cross-functional steering group & delivering a new EMEA distribution framework to 55 EMEA distributors across multiple functions

>OD & HRM - built & led a 23-person EMEA team with a \$2.6m cost base - establishing a culture focused on individual development, commercial accountability, talent retention and operational excellence - embedding best practice, performance discipline and continuous improvement

>Performance Management - designed distributor performance frameworks and measurement systems from inception - establishing the reporting infrastructure required to support EMEA distribution operations and commercial governance, as a newly independent distribution entity

>Revenue Growth - led channel and distribution strategy through the post-Veritas transition, recovering a \$20m product line from a 20% decline to 9% growth by Q3 2016 - enabled by a \$300k initiatives budget, empowering local teams to drive best practice & disciplined execution

10/01 - 08/15 Citrix Systems (Technology - Enterprise Software & Virtualisation) t/o \$3.3bn fte 10k

Area Distribution Leader (06/12 - 08/15) dr 5 - mm 4

>Distribution Leadership - progressive leadership positions (4) over 14 years with a global enterprise software and virtualisation leader - culminating in accountability for the Northern Europe distribution strategy, partner ecosystem development and partner-led growth initiatives

>Performance Mgmt - redesigned the Northern Europe distributor performance framework incorporating KPIs - aligning an \$850k quarterly rebate investment to pipeline-generating behaviours - strengthening distributor accountability against an \$8m quarterly fulfilment

>Channel Development & GTM - created the Distribution Managed Partner Development Programme across 1,600 partners (UK, Ireland, Nordics & Baltics) increasing trading partners by 44 and certified partners by 34 within nine months - establishing an EMEA best-practice model

04/96 - 08/01 Learning Tree International (Technology - Training & Certification) t/o \$118m fte 645

Senior Corporate Account Manager (05/98 - 08/01) mm 28

>Sales Leadership - progressed from Account Manager to Senior Corporate Account Manager within a global technology training and certification provider - developing strategic enterprise accounts and leading workforce development opportunities across public & private sector clients

Additional Information

Developed Jeeves, an autonomous AI Chief of Staff (acting as an intelligent source of investment insights, career intelligence, reminders and personalised briefings) running on Render using Python, and built with ChatGPT, Claude API, Twilio, GitHub and cloud infrastructure.

2022 - Present Mentor, Kingston University Beyond Barriers Programme - supporting students from disadvantaged backgrounds with career development, employability and workplace readiness.

Education & CPD

1991 - 1994 BA (Hons) Economics

Kingston University

Further CPD undertaken in cloud computing, artificial intelligence, and technology-led business environments, with continued learning covering: AI, Agentic AI, Cloud Technologies, Workforce Transformation, Ecosystem Strategy, Commercial Innovation, Stakeholder Engagement, and Organisational Performance Improvement.