



Biography

Matthew Crook, CEO

Matthew joined SalesCentric in July 2006 as CEO and manages business strategy, finance and administration of the business. He is responsible for building the company's alliance with Microsoft and its key resellers. In addition, Matthew directs product strategy and development and provides leadership to each line of the business.

Matthew has more than 20 years' experience in leading and improving sales for large corporations and will use this experience to accelerate SalesCentric's continued growth.

Before joining SalesCentric Matthew was UK country manager for CNT, the US storage networking company, where he managed UK business and operations. Previously, Matthew was a main board director at financial services provider Mondas Plc; regional sales director for mainframe computing vendor Hitachi Data Systems; and, earlier, regional sales manager with data storage provider EMC.

Matthew holds a BA (Hons) in Communication Studies from Lanchester University in Coventry. In his spare time Matthew enjoys sailing and won the 2,200-mile non-stop Daily Telegraph Challenge yacht race around the UK aboard LogicaCMG.