



Gavin Patterson

EXPERIENCED CHAIR: AIM, PRIVATE EQUITY, PRIVATE COMPANY, THIRD SECTOR

EXPERIENCED CEO: FTSE100

- 18 years of international senior leadership experience
- Multi-industry knowledge in airlines, business services, consumer products, software, technology, telecommunications, third sector
- Experience as a Chief Executive, Divisional Director, Chief Marketing Officer, Audit & Risk Committee Chair, Nominations Committee Chair, Remuneration Committee Chair, Responsible and Sustainability Committee Chair, Technology Committee Chair

Major Career Roles

Gavin Patterson is currently President & Chief Revenue Officer of Salesforce. He is also Chair of Aim-listed Elixirr Consulting, Chair of HRH Prince of Wales's charity Business in the Community and sits on the board of the APAX backed Fractal Analytics and EQT backed Delta Fiber.

Industry Knowledge

Gavin joined Salesforce in August 2019 and is currently President and Chief Revenue Officer, responsible for worldwide sales and distribution. He has also served as Chairman of the Advisory Board and President, International.

Prior to Salesforce, Gavin served as Chief Executive of BT Group from 2013-19 and a Board Director from 2008-19. During his tenure at BT, he completed the UK rollout of the superfast fibre and started the deployment of ultrafast fibre. Gavin led the £15bn acquisition of EE, launched BT Sport, expanded BT's cybersecurity practice and championed BT's social purpose agenda. He joined BT in 2004 as Managing Director of the Consumer division and joined the board as CEO of BT Retail in 2008.

Prior to BT, Gavin spent four years at Virgin Media latterly as Managing Director, Consumer and nine years at Procter & Gamble in various brand management and marketing roles. He has served on boards across public markets including FTSE100, private companies, private equity-owned and AIM-listed including British Airways plc, Elixirr Consulting, Delta Fiber and Fractal Analytics. His third sector board roles include Chair of Business in the Community and he was a Trustee at the British Museum. He continues to act as an advisor and investor for several tech startups.

Our prestigious leaders have expertise in almost all business sectors and situations.

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