



Ian Savage, Principal

With over 30 years experience in the sales profession, Ian has held a variety of senior field and staff roles in “high-tech” organizations, both in the US and in Europe.

In the early part of his sales career Ian sold computer systems (hardware and software) in the UK, initially with Burroughs Machines and then with Digital Equipment Corporation (DEC). While at DEC, Ian managed the relationships with some of their largest Reseller and OEM customers in the UK.

In the mid-80’s Ian developed and managed the skills curriculum within DEC’s European Sales New Hire University based outside Geneva, Switzerland. This included how to manage relationships with Channel Partners. He then moved to Oslo, Norway where as Sales Operations Director he was responsible in the early 90’s for the design, development, and implementation of DEC’s European Account Management Program across the Nordic countries. He ran the Strategic Accounts Office in Norway, and continued this for the UK organization upon his return from international duty in 1992.

In the following three years he managed DEC UK’s Sales & Marketing Education and Development organization; designing, integrating and implementing learning and development solutions for the Direct and Channels sales organizations.

In 1995 Ian moved to the USA to join the Management and Leadership team of one of the leading Consulting organizations in sales methodology and process training, Target Marketing Systems, Inc. Ian was responsible for developing TMS’ Channel strategy and for recruiting and developing a number of large Resellers around the world. As a member of the design/development team which created TMS’s Account Management program (Managing Strategic Relationships) and Channels Account Management Program (CHAMP) he provided subject matter expertise in Account Management and alternative channels-to-market.

TMS changed its name to OnTarget, Inc. early in 1999 and was subsequently acquired by Siebel Systems later that year, when it became Siebel MultiChannel Services. In his position as Managing Partner and Vice President of Consulting at Siebel MCS, Ian personally designed and developed MCS’ Implementation Architecture, a change management approach to implementing and operationalizing training across Sales organizations. One of Ian’s major projects during this time was to establish relationships and develop business between Siebel MCS and leading Systems Integrators.

Ian works on a variety of projects for Cisco and is one of NewLeaf’s key assistant facilitators for the Sales Masters Program in the US. He also facilitates the following NewLeaf workshops: Influencing Without Authority, Key Account Planning and Building Effective Value Propositions.