



# The Future of Marketing and Sales Practices Conference

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**John MacDonald-Gaunt**  
Vice President IBM

John is a Vice President in IBM's Consulting and Application Innovation business, with over 20 years experience of leading both the strategy and execution of complex transformations in some of IBM's top clients globally. He works mainly with Telecommunications companies, and currently leads the Key Account Management of a global Telco with operations in 23 countries.

His primary focus is on the practical execution of transformation strategies, and turning vision into reality. John's clients recognise they have to evolve into agile and digitally oriented organisations in order to provide a differentiated experience in an increasingly competitive market. This normally requires a profound and sustained organisational culture change, which John delivers as part of the transformation programmes.

With a longstanding relationship at Cranfield, John speaks regularly on Key Account Management, especially on aligning, motivating and leading talent in a globally diverse workforce.

John has a post-graduate qualification from Oxford University in Strategy and Innovation. He lived in Japan for several years, studying martial arts, the Japanese language and many other aspects of the cultural.

He holds 5 black belts in various martial arts, has a passion for Latin dance and weight lifting.