

NAME

David Ness

ROLE

Account Director (Connectivity)

GIACOM.



David sits in our Connectivity tower and has been actively working in the wholesale market, which is critical to our business. Vendors such as Virgin, CityFibre rely on this market to deliver their products to end users. He has built strong relationships with partners, earning their trust through providing reliable advice. Partners often seek his recommendations, demonstrating their confidence in him.

Rather than just managing his existing accounts, he focuses on expanding his partner base and increasing their spending with us. His goal is to understand where and why partners are spending, and how to bring all their business to us. Over the past 18 months, he has successfully cross-sold products across different towers, connecting partners to our full product offering. This has generated revenue not only for his specific area but also for others within the company.

On a day-to-day basis, he travels to meet with partners every 4-5 weeks, and every three months, he holds strategic meetings. These meetings involve detailed analysis and reviews of how partners are operating and how we can better support them. He also brings in other team members from across the business to offer additional reassurance and support.

David oversees the entire region of Scotland, Belfast, and Newcastle, managing a total of around 45 partners.

Key Achievements

- Our Pride of MY Peers Channel Disrupter winner in 2024
- Attended the New Orleans sales incentive trip.
- Part of the Centurions club dinner.
- Field salesperson of the year 2023 / 2024.

A Q&A with David

How do you achieve or exceed your KPI's?

I firmly believe that you get back what you invest. Instead of focusing on the end goal, concentrate on what needs to be done and on building strong relationships with partners. Earn their trust by understanding their challenges and getting to know them personally. Support them in resolving issues. Also, connect with everyone in the business who can help you ensure your partner's success.

What do you love about working at Giacom?

I've always been self-managed. My 45 partners are like my own business, and I know how to take care of them. My role allows for a lot of autonomy, and I'm able to manage my schedule efficiently. It's not just about revenue—it's more like being part of a big family. Having the ability to help a partner choose the right provider that benefits the end user is truly rewarding.

How do you handle challenges in your role?

While there may be situations where I can't resolve an issue directly, I focus on managing expectations and maintaining a positive outlook. Sometimes, the teams that support me might face limitations, but I understand the challenges and handle escalations with optimism. My goal is always to find the best possible solution while staying proactive and supportive.

Where do you see your career in 3-5 years' time?

Looking ahead, I'd love to grow my account base in the North and eventually support another salesperson. It would be great to have a full office presence up there too.

What do you do outside of work?

I like going on holiday and socialising. I also love to watch football and am a big Celtic fan! I have two daughters who are 18 and 24 and I spend lots of time with them too.

