

NAME

**Matt Rowland**

ROLE

**Account Director  
(Network Billed Mobile)****GIACOM.**

Matt started with the business back in the Fone Logistics days who were acquired by Daisy and then merged with Anglia in 2010. From there, the business transitioned to Digital Wholesale Solutions and now Giacom.

As an Account Manager, Matt plays a pivotal role in driving growth by generating new partnerships and ensuring our existing partners receive exceptional service. Within the Network Billed division, he focuses on supporting the larger network billed mobile partners, particularly with products that require hands-on involvement to meet their specific needs.

His responsibilities span every aspect of the partnership, including:

- Network coordination and provisioning
- Credit checks and connections
- Resolving live queries and ensuring partner satisfaction
- Negotiating directly with the networks for bespoke pricing and commercials

Matt works closely with the Service Delivery team based in Prudhoe and Ipswich, who provide essential support including provisioning, escalations, and ensuring a seamless service for all partners.

## Key Achievements

Matt has won some sizeable deals over the years – one example is winning a deal of 15,000 connections! Whilst he was working with Daisy, Matt won the 'green jacket' award twice for overachieving and performing to a high standard.

He's been on many incentive trips across the world with various networks, including Texas, Mauritius, Rome, and New York.

Matt was also the overall winner for the perfect pitch that took place in the summer of 2024. When asked about what advice he'd give to other team members in this scenario, Matt mentioned that he talks to people every day. It's what he does day in, day out. Try to ensure you don't overcomplicate or overanalyse the scenario and always offer a solution where possible. The product webinars were also a great help!



## A Q&A with Matt

### How do you achieve or exceed your KPI's?

Over the years, KPI's change depending on the needs of the business and ultimately, I have fairly limited control over this as you can't always determine the number of connections a partner can deliver or a customer may want or need. Sometimes you need to put the KPI's to the back of your mind and focus on the work you need to do to help the partners succeed and the targets achieve themselves.

### What do you love about working at Giacom?

I love visiting new and existing partners and I really enjoy cross team communication when I come into the office. I have a lot of autonomy in my role which helps me to perform at my best, but I know who I can reach out to for help if needed.

### How do you handle challenges in your role?

This really does depend on the challenge but the best thing to do is to communicate clearly. If it's a network issue, speak to the stakeholders of the relevant network, or if it's a service issue, liaise with the service delivery team. My direct line manager, David Edwards, is also a great support, too.

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

I'm really happy in my current role and I'm hoping that I can continually evolve with the business over the next 5 years and beyond.

### What do you do outside of work?

I love going on holiday and travelling with family. I have a 17-year-old son who I love spending time with. I enjoy watching football and playing squash. I'm pretty good at switching off once work is done for the day. I've also got an active springer spaniel dog called Chester, so I have to keep him entertained!