

NAME

Sophie Dimelow (aka The Alfred Pennyworth of the IT channel!)

ROLE

Account Director (Cloud)

GIACOM.



Sophie was working at an MSP in Leeds when she was invited to speak at an event at the South Coast Summit around women in tech. Here she was approached by a CRO, where she was invited to join their organisation. Not long after, that CRO then moved over to Giacom and approached Sophie once again. She decided to take the leap. It was a good step up for her career progression and it was a good challenge for her to sink her teeth into. She felt that Giacom had a professional approach and loved how we supported partners which then supported her to thrive in her role.

Sophie is currently an Account Director in Cloud and works in a relatively close-knit team of 4-5. Her primary focus is to support Strategic partners within the cloud sales tower, managing 15 partners within cloud.

Her key objectives are to provide maximum support to partners by being highly responsive, building strong relationships, and maintaining a visible presence on-site, becoming part of their team. This includes discussing commercials, growth strategies, product adoption, business plans and future opportunities. Account Directors typically spend 3-4 days a week in the field.

Sophie's role is primarily focused on account management, but she steps in to support closing new business opportunities. Recently, an old partner reached out to learn about the changes to the cloud marketplace, after going and pitching the

new changes, they have decided to come back to Giacom with the commitment of moving their M365 and Azure over, as well as starting a new relationship with Barracuda. While she isn't specifically targeted on new business, she is always ready to support new opportunities.

Key Achievements

In 2023, Sophie earned the sales incentive reward and enjoyed a fully expensed trip to South Africa—a once-in-a-lifetime experience. The trip pushed her out of her comfort zone and provided an opportunity to network with various team members across the sales towers within Giacom.

Sophie recently won 'Field Salesperson of the Year' at the sales kick off in April 2024 for cloud. She sees this as a huge achievement. Supporting her partners is the most important thing to her and this helps her achieve her KPI's.

Sophie also achieved 39/40 in the Microsoft Modern Workplace Perfect Pitch exercise which she will gain an accreditation badge for.



A Q&A with Sophie

How do you achieve or exceed your KPI's?

If you're doing what you need to do to get the job done and to support your partners, the KPI's are met. Don't put yourself under too much pressure, do the basics well and they will support your success. Don't overthink things. Find a style and an approach that works for you. Most of all, be adaptable to change.

What do you love about working at Giacom?

The team culture is great, and I never feel unsupported. There is always other people and teams around you that can help you to succeed in your role.

How do you handle challenges in your role?

With the ongoing changes within Giacom, it's ensuring there is alignment with the different teams within the towers. The Account Directors are the first and last person to be contacted if a partner has a problem so it's ensuring that time, care and attention is taken to ensure partners are aware of any changes.

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

Continuing to develop strategic partners and build on my strategic knowledge. I want to deal with bigger wallet share partners and want to continue to grow my current partner base. I also want to develop more technically as the industry is continually evolving. Following that, I'd love to be able to manage a small team and to look at how we can support strategic accounts. Aside from that, more incentives are always a big plus in sales!

What do you do outside of work?

I love to read and destress by having self-care and pampering evenings. I am a social butterfly and always like to be spontaneous, pushing myself out of my comfort zone with my friends. I recently did a sky dive to raise money for Alzheimer's Research UK. My Nan was recently diagnosed with dementia, so this charity means a lot to me. However, I don't think I will be doing that again, I like to have my feet firmly on the ground!!