

“It’s not just about business acumen, but rather how the sales professional applies it to credibly engage with executives.”



## ROD B. MACAULAY

Rod Macaulay has 20 years experience in the Electronics, Telecommunications and Information Technology sectors encompassing financial management, mergers and acquisitions, customer services and information systems management.

Most recently Mr. Macaulay was Finance Director of OpenPSL, a venture capital backed Value-Added Distributor for vendors such as HP, IBM and Oracle. He played a key enabling role with respect to financing growth and satisfying the requirements of the venture capital backers during a four year period when turnover doubled. During this time the company, operating in the UK and Ireland, became HP’s largest UNIX distributor in Europe. Mr. Macaulay was also heavily involved in arranging the finance and integrating the \$7M acquisition of another distributor which enabled the Group to offer a wider portfolio of software and hardware to its customers. This added to his previous experience of negotiating, obtaining Group Board approval, leading and implementing the \$1.3M purchase of a maintenance base which achieved the two year investment returns forecast.

As Customer Services Director of Bailey Telecom, Mr. Macaulay was responsible for the management, financial and operational performance of a \$10M service business supporting blue chip customers utilising Aspect, Mitel and Newbridge Technology. This role included the setting up of a national call centre to improve customer service and optimise resource utilisation.

Mr. Macaulay also put together the business case for a communications solution across the seventeen sites of the NG Bailey Organization, obtaining Group Board Sanction for the \$1M spend and leading the team that delivered the solution within budget and to schedule.

Prior to joining Bailey Telecom, Mr. Macaulay worked for Marconi Instruments (part of The General Electric Company), having started his career with Price Waterhouse.

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### INDUSTRY EXPERTISE

Technology

### CORPORATE BACKGROUND

Finance Director, OpenPSL Ltd; Finance Director and Customer Services Director, Bailey Telecom, Ltd.

### EDUCATION

MA, University of Cambridge in Economics and Law; Member of the Institute of Chartered Accountants of England and Wales

### LANGUAGES

English

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