



Wayne Bickerton

General Manager, UK

Country strategy / Enterprise growth / Technical delivery

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UK GM ROLE MATCH

Country ownership

Built a regional business from \$0 to about \$40M with full commercial accountability.

Strategic accounts

Personally closed around 100 enterprise customers and manages hundreds of senior relationships.

Founding teams

Hired across Sales, Account Management and Engineering; led a 30-person organisation.

Technical delivery

Built and deployed AI products adopted by up to 90% of the company.

PROOF AT A GLANCE

~\$40M

REGIONAL BUSINESS BUILT

~100

ENTERPRISE CUSTOMERS CLOSED

90%

INTERNAL AI PRODUCT ADOPTION

30 people

CROSS-FUNCTIONAL TEAM LED

15+

INTERNATIONAL MARKETS

EXECUTIVE PROFILE

Hands-on General Manager with 20+ years of experience building markets, leading complex teams and turning enterprise relationships into sustained commercial growth. As founding GM for AdAction EMEA, built the region from launch to approximately 50% of an \$80M global business, reached profitability in nine months and exceeded target every year. Combines country strategy, enterprise sales, customer delivery, hiring and P&L ownership with practical technical fluency. Independently builds and deploys AI products and workflow agents used across the organisation, bringing an operator's understanding of how technical products earn adoption inside real businesses.

PROFESSIONAL EXPERIENCE

General Manager, EMEA

May 2020 - Present

ADACTION

Founding regional leader with end-to-end responsibility across strategy, Sales, Partnerships, Customer Success, Marketing, technical hiring and commercial operations.

- Built EMEA from launch to approximately 50% of an \$80M global business; profitable within nine months and above revenue target every year.
- Personally closed around 100 enterprise customers and developed trusted relationships with hundreds of C-level and VP decision-makers.
- Owned the customer journey from pipeline design and executive engagement through delivery, retention and expansion.
- Closed the largest deal in company history in year one and achieved an approximately 90% win rate across priority Tier-1 gaming targets.
- Hired across Sales, Account Management and Engineering, while building operating systems and AI tools adopted across the company.

AI PRODUCTS AND OPERATING TOOLS

- | | | |
|----|--|-------------------------|
| 01 | Whalehunter | 50 USERS / 90% ADOPTION |
| | AI sales intelligence workspace for research, meetings and account planning. | |
| 02 | Campaign Management Platform | 20+ USERS |
| | Internal delivery platform improving campaign hand-offs and collaboration. | |
| 03 | TokenMeter | NATIVE MACOS APP |
| | Tracks AI token consumption and model costs across providers. | |
| 04 | Workflow Agents | HUNDREDS OF HOURS SAVED |
| | Meeting, Slack, scheduling and account-research automation. | |

CORE CAPABILITIES

UK and EMEA market strategy

Enterprise sales and top accounts

Customer delivery and expansion

Pipeline design and KPI cadence

P&L and commercial ownership

Founding-team hiring

Sales and technical team leadership

Partner ecosystem development

Executive communication

AI product deployment

Cross-functional execution

AI PRODUCTS SHIPPED

Whalehunter / Campaign Management Platform / TokenMeter / meeting, scheduling and research agents

Built with Cursor, Claude Code, OpenAI APIs, LLMs, agents, MCP and workflow automation.

EDUCATION

A Levels

Bracken High School, Johannesburg

RECOGNITION

Facebook Power of Partnership Award

Recognised for cross-functional collaboration and commercial impact.

LEADERSHIP EXPERIENCE

General Manager, EMEA

Jun 2018 - May 2020

HYBRID THEORY (FORMERLY AFFECTV)

Recruited to turn around an underperforming programmatic technology business with no in-region leadership.

- Increased regional revenue by more than 200% in year one and returned the business to profitability.
- Led transformation across a 30-person organisation spanning Sales, Account Management, Trading, Product, Finance and Engineering.
- Closed the largest agreement in company history (Dell) and reorganised Product and Engineering to improve scalability.

Head of Marketing, Western Europe and SSA

Oct 2017 - May 2018

PEPSICO - DORITOS

Led regional strategy, a GBP 50M budget and a multi-market product launch across Western Europe and Sub-Saharan Africa.

Brand and Agency Partner

Jun 2013 - May 2017

FACEBOOK UK

Managed GroupM and more than 100 enterprise organisations including Visa, Lloyds Banking Group, Colgate and Domino's.

- Delivered approximately 100% year-over-year portfolio growth across four consecutive years.
- Led Facebook's GBP 3M Visa Rio Olympics partnership and authored Joint Business Plans with GroupM's largest agencies.

Managing Partner / Global Client Lead

May 2010 - May 2013

NEO@OGILVY - AMERICAN EXPRESS

Led American Express's digital business across 22 markets, combining consultative client leadership with multi-market programme delivery.

Managing Director and Co-Founder

Nov 2006 - May 2010

VCCP MEDIA

Co-founded and grew the business from GBP 0 to GBP 5M revenue, profitable in year one, with expansion into Europe and the Middle East.

Earlier career

1995 - 2006

UK / UNITED STATES / SOUTH AFRICA

Commercial leadership, partnerships and business development roles with DIFINITI / Dentsu Aegis Network, Carat, easyEverything and Standard Bank.

THE OPERATING MODEL

Set the country strategy. Win the lighthouse accounts.

Build the team and delivery engine. Stay close to the work.