COLIN HOWES

Working with the best Technical Founders globally to build world class businesses.

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**Colin Howes
Founder and CEO – Series-A**

Building a World Class Engine and
WHY YOU SHOULD WORK WITH ME.

Hi, nice to meet you! If you're reading this, you're likely to be a Techie who has started a business and needs a little help... I've worked with hundreds and hundreds of people just like you, helping them on their startup journey and helping them reach their full potential.

My journey in Sales started as a Techie. I always loved tearing things apart, putting them back together and still do, some 30 years later. When I realised that I could just as easily 'open' a Network as I could open an old VCR I was hooked and quickly developed skills that would then be later turned to helping companies defend their systems from the bad guys. CyberSecurity wasn't a thing in 1997, today it's a multi billion dollar business.

We built a really cool startup called Jump4 and, despite making every mistake in every single one of the books, I exited this business in early 2003. As a 'techie' who found myself in a business I realise now that I knew absolutely nothing about running a business let alone running a successful business. We had loose processes and bad sales people but we had a World Class product with high value at the start of a huge growth curve (and we bought our clients lunch every day). I had no idea about Sales, Marketing, one day I even accidentally set fire to the customer lounge! If only I knew then what I know now!

A short while after exiting Jump4, I talked myself into Microsoft (15 interviews!) and I loved it there. They taught me the science of sales, the rigour and the process and, together with my 'artful' approach to sales I got pretty good and did some huge deals, deals which digitally transformed many of the largest businesses across APAC. I built teams, led teams, built the strategy, built the partner ecosystems and executed. My teams smashed their numbers, every time, year on year.

Series-A

On leaving Microsoft I was fortunate enough to be involved with more and more startups. Frustrated with the lack of Startup communities, I built my own. Startup Melbourne, Startup Sydney, Startup Brisbane and Silicon Beach are still going strong over 12 years on. I helped Microsoft start their first Innovation Hub, in Brisbane, Australia. There was a huge shift towards startups in Australia in 2009-2012 post global financial crisis and I was fortunate enough to be part of it. The Microsoft Innovation Centre is now called Microsoft for Startups, a huge global success.

I've helped raise over $40m USD for various startups all over the world and this is now a significant part of the value that I bring. Navigating tough meetings with Investors, maximising value, negotiating hard, it's basically a sales process and one which, when Art and Science are applied, works really well.
I've worked with many high-growth unicorns across the UK, EMEA, and the US in Senior Vice President (SVP) and Chief Revenue Officer (CRO) leading sales teams and growing revenue exponentially.

Currently, I am a Non-Executive Director and Board Advisor to many tech startups and serve as a Director and Entrepreneur in Residence at the UK Founder Institute where, every year we start approximately 25 new businesses. Series-A is the culmination of the last 25 years of building, learning, executing, failing, lessons and succeeding. I've been lucky enough to have created and worked with World Class businesses and now, I want to bring the best of experience to help technical founders transform their brilliant ideas into commercial successes. Our mission at Series-A is to help 1000 founders in 5 years and we're well on track.

I'm looking forward to meeting you, looking forward to working together, finding out more about your goals, vision and hopefully we can find a way to work together!

Let's build a world class engine.

Colin

Series-A

Fancy a chat?

CONTACT US

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