



MAX GERRARD
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SUMMARY

Experienced evangelist and pre-sales and customer success leader with a passion for high quality software and outstanding customer service. Strengths in creating simple solutions to complex problems, building and leading a team, winning \$100k - \$1 million+ software deals and making things happen. Broad range of technical knowledge including networking, databases, coding, API's, mobile development environments and user experience. Broad market experience having managed accounts in enterprise, healthcare, gaming, defence, media, retail and finance.

EMPLOYMENT HISTORY

SER GROUP. LONDON, UK

Director, Solution Engineering

2022 – Present

The SER Group is a leading software vendor of the international enterprise content management (ECM) and content services market. Over five million users work every day with the SER Group's Doxis ECM platform. Based on unified ECM, BPM, collaboration and cognitive services, large companies, corporations, public authorities and organizations design digital solutions for intelligent information and process management. With 35 years of experience, the SER Group's team of over 630 employees works from 22 locations around the globe.

SER Group's majority shareholder is The Carlyle Group. Equity for the investment comes from CETP III, a €657 million pan-European growth fund focused on technology companies, launched in 2015. The CETP team has extensive experience in the management of technology companies, both globally, as well as in German-speaking countries.

I lead the Solution Engineering, Sales Engineering and Technical Consulting teams responsible for driving the acquisition, retention, and growth of SER customers by helping people use SER products to achieve their business objectives.

KEYSIGHT TECHNOLOGIES. LONDON, UK

Chief Evangelist, VP Solution Engineering and Technical Consulting (Eggplant)

2020 - 2022

Keysight Technologies is the global leader in test and measurement technologies. In June 2020, Keysight acquired Eggplant - the leader in intelligent test automation. Keysight is traditionally a highly differentiated hardware vendor but wants to develop a strong presence in software.

I was Chief Evangelist responsible for convincing the world of the unique value of Eggplant. I was the voice for Eggplant in front of analysts, customers, marketing, product, engineering and sales, helping all teams to deliver a unified story.

I led the global Pre-sales, Solution Architect, Sales Engineering and Technical Consulting teams responsible for driving the acquisition, retention, and growth of Eggplant customers by helping people use Eggplant products to achieve their business objectives.

EGGPLANT. LONDON, UK

VP, Solution Engineering and Technical Consulting

2017 - 2020

Eggplant's major investor since 2016 was the Carlyle Group (PE) and was sold for \$330M to Keysight Technologies in June 2020 at 9x revenue giving a 10x return to investors in 4 years.

I was a member of the Senior Leadership Team and responsible for a team of over 30 covering Pre-sales, Solution Architects, Sales Engineers and Professional Services. The team drove the acquisition, retention, and growth of Eggplant customers by helping people use Eggplant products to achieve their business objectives.

- Created Solution Architect and Sales Engineering teams all the way from role definition, to hiring, to onboarding, to being vital members of the team helping increase deal win rate from stage 1 by 51%.
- Designed and launched all service offerings, which helped get Eggplant implemented successfully and ultimately helped save Nationwide \$5 million, helped increase Citibank's App Store rating from 3 stars to 4.5 stars, helped Walmart reduce the cost of testing by 47%, helped NTT Docomo increase their NPS score by 45 points, helped JP Morgan reduce their manual testing effort by 80% and many more amazing stories.
- Defined the use cases for Eggplant to sell to including the creation of all sales plays and collateral.
- Started new teams in Germany, France, India, Japan and Malaysia.
- Defined the POV process which helped double our POV win rates.
- Successfully increased the size of the team by 50% after the Keysight acquisition, adding a management layer to allow the team to scale further.

TESTPLANT. LONDON, UK

Director, Technical Services

2016 - 2017

From 2012 to 2016, TestPlant transformed itself from selling a single niche product to a solution and use case focussed provider, leading to us being considered a product visionary in the space by Gartner. This specific market focus and innovation allowed us to increase revenue from \$4 million in 2012 to \$22 million in 2016 at a rate of 50% per year, while also increasing EBITDA from 10% to 20%. TestPlant grew from 20 to 70 people spread across the UK and US during this period.

Led the Technical Services team responsible for the acquisition, retention, and growth of TestPlant customers by helping people use Eggplant products to achieve their business objectives.

- Established behaviours for the team to live by that boosted retention rate and increased team satisfaction rating to 92%.
- Defined the Eggplant demo and set up the demo environment used by all team members.
- Successfully ran POVs that lead to multiple \$100k - \$1million+ deals.
- Defined and executed management processes that helped increase team productivity by 40%.

EMEA Manager, Technical Consultancy

2013 – 2016

Lead the EMEA Technical Consulting team responsible for the acquisition, retention, and growth of TestPlant customers by helping people use Eggplant products to achieve their business objectives.

- Created the Eggplant certification program that has now been taken by over 10,000 users.
- Helped transition the team from selling by features and functions and ultimately small transactional deals, to selling solutions to enterprises that solve their business problems.
- Implemented a system in Salesforce and a process for everyone to use that made it easy to give tasks to the team and make sure that we were focussing our efforts on the right opportunities.

Support Engineer

2012 – 2013

Responded to 1st, 2nd and 3rd line support queries of the Eggplant product suite. Provided training and enablement to TestPlant's largest customers including Bloomberg, BT and Nationwide.

GERRARD CONSULTING, MAIDENHEAD, UK

Support Engineer

2011

Testing services business with a reputation for providing innovative independent thinking based upon open and honest client relationships.

Scoped out and created bespoke solutions for clients using open source libraries including Selenium, Cucumber and SoapUI.

EDUCATION AND QUALIFICATIONS

- **Kings College London, London, UK, 2010 - 2011**
Masters Degree, Theoretical and Mathematical Physics; Pass.

- **University of Birmingham, Birmingham, UK, 2007 – 2010**
Bachelors of Science Degree, Mathematics; 2:1.

Elite university rower with following results: The British National Rowing Championships (**Gold**), The British University Championships (**Gold**), European University Championships (**Silver**).

VIDEOS

[SER Summit 2023 presentation](#)

[AutoComplete interview](#)

[Connect Your Customer's User Experience with Your Business Goals](#)

[Harness AI powered Eggplant software to deliver DevOps at Scale](#)

REFERENCES



John Bates · 1st
CEO of SER Group. NED at Sage. I love to build great companies!
November 24, 2020, John was senior to Max but didn't manage Max directly

I recommend Max as an outstanding leader for pre-sales and post-sales consulting, and customer success organizations. I worked with Max while I was CEO of Eggplant. Max has a number of outstanding characteristics that I would highlight as follows:

(1) He is a high potential individual who is always keen to learn and develop. He is a consummate professional, but doesn't think he knows it all -- so he will continue to evolve.

(2) Max shows the organization and his team what 'good' looks like by being the best individual contributor in a customer meeting to explain the product vision, architecture, implementation process, how we make customers successful and give a compelling demo.

(3) Max is an outstanding leader. He believes in regular clear communication. He enables his team really well and ensures the latest techniques are regularly rolled out to all. He implements scalable processes and enforces them to keep things clear and efficient. He works collaboratively with all other groups - particularly sales and the product team. He is firm when he needs to be but will compromise when it benefits the business.

Overall, a world class candidate and a rockstar. I've seen him grow and evolve and I am sure this will continue for many years, as he's just at the beginning! I'd love to work with Max again.



Antony Edwards · 1st
Managing Director at PSG
November 25, 2020, Antony managed Max directly

Max is the pre-sales master! Max makes products come alive and relates them directly to the real issues faced by the prospect from front-line technical people to CTOs. He's gone on to create and scale an amazing team of pre-sales engineers and post-sales technical consultants that help customers achieve their business outcomes using his ability to create effective processes and develop people.