

James Cartwright

Sales Manager

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Profile

Sales manager with nine years in B2B technology sales, currently running a team of 12 reps at a cloud infrastructure company. Built the Midlands sales operation from scratch, growing it from zero to £4.8 million ARR in three years. Before that, spent five years at a telecoms provider working up from SDR to team lead.

Experience

Sales Manager – Midlands Region, Rackspace Technology, Birmingham

Jan 2022 – Present

Hired to build out the Midlands sales team from a one-person operation to a full regional team.

- Grew the team from **2 to 12 sales reps** over three years, with annual attrition below 10%
- Took regional ARR from **£0 to £4.8 million** — now the second-highest performing region in the UK
- Average deal size increased from **£18,000 to £42,000** by shifting focus to mid-market accounts
- Implemented a structured sales methodology (MEDDIC) that improved **forecast accuracy to 87%**

Senior Sales Executive, BT Business, Birmingham

Mar 2019 – Dec 2021

Managed a portfolio of 45 mid-market accounts selling unified communications and network solutions.

- Consistently hit **110–130% of quarterly quota** across 11 consecutive quarters
- Closed the largest deal in the Midlands team's history — a **£620,000 SD-WAN deployment** for a logistics firm
- Mentored 3 junior reps, two of whom were promoted to senior roles within 18 months

Sales Development Representative, BT Business, Birmingham

Jun 2017 – Feb 2019

Outbound prospecting into SME and mid-market accounts across the West Midlands.

- Generated **£1.2 million in qualified pipeline** in the first year, against a target of £800,000
- Booked an average of **22 qualified meetings per month** through cold calling and email sequences
- Named **SDR of the Year 2018** across the BT Business Midlands division

Education

BSc (Hons) in Business & Management, Aston University, Birmingham

Sep 2013 – Jun 2017

Upper Second Class Honours. Completed a year-long placement at Jaguar Land Rover in the fleet sales team.

Skills

B2B Sales Strategy, Team Leadership & Coaching, Salesforce CRM, MEDDIC Sales Methodology, Pipeline Management, Revenue Forecasting, Contract Negotiation, Account Planning, HubSpot, Presentation & Pitching

Certifications

MEDDIC Sales Methodology Certification, MEDDIC Academy

Jun 2022

Salesforce Certified Administrator, Salesforce

Mar 2020

ILM Level 3 Certificate in Leadership & Management, Institute of Leadership & Management

Jan 2023 – Sep 2023

Languages

English (native)

Projects

Midlands Region Launch – Rackspace Technology

Jan 2022 – Dec 2022

Built the Midlands sales operation from the ground up as the first regional hire.

- Defined territory mapping, ICP, and target account lists covering **2,400 businesses**
- Recruited and onboarded **6 reps in the first year** — hit £1.1 million ARR by end of year one

BT SD-WAN Enterprise Campaign

Jun 2020 – Mar 2021

Co-led a targeted campaign selling SD-WAN solutions to multi-site businesses in the West Midlands.

- Identified **120 target accounts** and personally closed **8 deals worth £1.4 million**
- Campaign contributed to a **34% year-on-year growth** in the network solutions category

References

Helen Marsh, VP Sales UK & Ireland, Rackspace Technology, helen.marsh@rackspace.com, +44 7700 900 187

Amir Hussain, Regional Sales Director, BT Business, amir.hussain@bt.com, +44 7700 900 294

Extra Curricular Activity

Coach – Aston Villa Foundation Sales Academy

Sep 2023

Volunteer coach on a programme helping 18–24 year olds from disadvantaged backgrounds develop sales and communication skills. Coached 3 cohorts of 15 participants each.

Member – Birmingham Chamber of Commerce

Mar 2022

Active member attending monthly networking events. Helped organise the 2024 Midlands Tech Sales Summit with 200+ attendees.