Resume

Peter Logan

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Key competencies

- CPU, Arm Ecosystem and Cloud
- Product Management & Marketing
- Partner, Channel & Technical Sales
- Security & Identity
- Artificial Intelligence & Machine Inference
- Internet of Things Technologies & Verticals

Career summary

2021 - 2026	**Ampere Computing LLC, Sales & Product Marketing Group**
2007 - 2021	**Intel, Software & Services Group, Sales & Marketing Group, Internet of Things Group**
1999 - 2007	**British Telecom, formerly Syntegra**
1997 - 1999	**Taylor Nelson Sofres – IT Operations, Call Centre Setup, VAX/VMS**
1995 - 1997	**British Plastics Federation – Statistician, IT Operations, Web Designer**

Oct 2021 – Sept 2026 Principal Pre sales Engineer for EMEA

- Winning deployments at most of the major European Cloud companies; Stackit, Hetzner, Scaleway and IONOS plus a dozen smaller European clouds. A notable enterprise win was for streaming iPlayer content at the BBC and for HPC at CERN
- Coordinating teams at partner and customer companies to run successful Proofs of Concepts including HPE, Supermicro, Gigabyte, Qualcomm
- Managed embedded socket designs to completion included Parallel Wireless for 5G OpenRAN and Mikrotik for their flagship Cloudcore Router
- Public speaking, representing Ampere's CPU products and partner collaborations
- New product definition work including small form factor CPU SKUs to sell in high volume markets
- Creation of complex data centre and rack level TCO models for cloud compute and AI use cases
- Contributing to the ML & AI product pivot of Ampere with use cases & demo creation

June 2019 – May 2021 Product Manager, IoTG

- Responsible for Intel Neural Compute Stick production and partner marketing programmes. Moved the NCS2 into high volume commercial sales
- Responsible for early access programmes and market messaging on Keem Bay projects; Keene Island System on Module (SOM), Jarvis Mountain carrier board, Saipan Camera SOM & Simpson Peak camera reference design
- Additional activity:
    - With COIVD-19 onset I increased Intel's contribution to protein research through Folding@home with 15 labs worldwide and 100+ volunteers. Intel is now regularly a top ten worldwide contributor. This will be reported for RISE 2030
    - Secured development funding for a year so that Intel graphics parts can be included in Folding@home calculations. This will increase our market presence and reputation

- Increased Intel's corporate social responsibility profile by driving the creation of a video of Bob Swan promoting the public to donate to Folding@home
- Recognised a market gap for our new Geospatial group within the Emerging Growth and Incubation division. Proposed a product integration with OpenVINO components that will benefit both group's products

June 2015 – May 2019 IoT Solution Architect, Vision, Markets and Channels, IoTG

- SI Partner Liaison – Dealt with strategic partners at C level including, PA Consulting, Accenture, Capgemini, and Indra
- Thought Leadership – Speaking at IoT & AI events in support of partners
- Product Liaison – Sat on product meetings, filtered and routed SE and customer requirements to the developers and product management teams. Was the voice of the field and an expert for SEs on bugs, new features and road map. Owned the loss analysis as it related to product gaps
- Events speaking, White Paper security, achieved above revenue targets every year, CSP partners, Product definition, Software / BTI SoW creation

July 2014 – May 2015 Worldwide Solution Architect, 3SO sales group

A commissioned sales role responsible for on premise API Management, security gateway and data tokenisation product sets

- Deal Execution – led, coached and supported other SEs on large or strategic deals
- Sales Engineer Enablement – acted as an access point for product, documentation and demos. Wrote course material for SEs to self-train
- Thought Leadership – Contributed to the marketing direction and quality. Also co-wrote white papers, spoke at events. Pitched in with social marketing and internal product education
- Product Liaison – Sat on product meetings, filtered and routed SE and customer requirements to the developers and product management teams. Was the voice of the field and an expert for SEs on bugs, new features and road map. Owned the loss analysis as it related to product gaps
- Channels – Supported the closing of new channel partners and enabled the tech sales team to support channel partners and McAfee

May 2007 – June 2014 Intel, Sales, then Senior Sales Engineer for EMEA

- Representing the Intel Expressway product set to customers, partners and the public at conferences
- Working between and balancing the interests of developers and architects on one side and account executives and C level managers both within Intel and at customers
- Managing, building & running complex proof of concept exercises for customers to win Intel new business
- Contributing to product management and guiding future areas of development for the Expressway suite. Also guiding where our products should interoperate with McAfee and Aepona products
- Liaising with McAfee to sell software solutions with McAfee's and Intel product sets
- Internal education to other sales and engineering staff as Intel brought in the two new acquisitions: Mashery and Aepona
- Worked as professional service onsite to multiple European customers including the Boots and NHS Connecting for Health as they worked on early versions of Spine 2.0

Sept 1999 – Apr 2007 British Telecom, multiple roles

- Operations Manager, & Integrations Engineer - Message Handling Service for the utility industry
- Systems Integration Engineer, NHS hospitals and health trusts from X400 over to eSMTP
- Tester & QA on the NHS Spine – England's Health interoperability network
- Deployment Architect – NHS Spine responsible for designing and implementing how Intel's SOA acceleration product was deployed and used with other major Spine components
- Environment Manager – Running two of the scale up Spine staging environments as part of the path to production. Covering 200+ SPARC machines, engineers and networking

Education

2009 – Course on HL7 Healthcare Data Standards by HL7.org

1993 – BSc Hons Geological Sciences, Leeds University, UK

1989 – 8 O-levels, 4 A-levels, 1 S level

Miscellaneous

Full, UK driving licence. Potential to be SC cleared having spent time in the RAF & BT.

Able to and has been travelling for my role up to 1/3 of the time.

Able to effectively work remotely (18 years) and with teams in multiple time zones.

Outdoor sports enthusiast and a paragliding chief coach. Diverse interests in astronomy, electronics and motorcycle restoration.