



CAREER ROLES

Major Career Roles:

- President and Chief Revenue Officer, Salesforce Inc.
- CEO, BT Group plc
- Chair, Elixirr International plc
- Chair, Business in the Community
- Chair, Kraken Technologies Inc.
- Chair, Kahoot!

Other Career Highlights:

- CEO, Retail and former Managing Director, Consumer, BT Group plc
- Managing Director, Consumer, Virgin Media plc
- Non-Executive Director, British Airways plc
- Non-Executive Director, Ocado Group plc
- Non-Executive Director, Delta Fiber Nederland BV
- Trustee, British Museum

OVERVIEW

Gavin Patterson has significant international senior-leadership experience and has served on Boards across public markets including FTSE100, private companies, private equity-owned and AIM-listed. He has worked across multiple sectors including airlines, business services, consumer products, software, technology, telecommunications and third sectors.

Gavin is Chair of AIM-listed Elixirr International plc, Kraken Technologies Inc., Kahoot! and HRH King Charles III's charity Business in the Community. He is a Board member of the TPG/APAX-backed Fractal Analytics Inc and HIG Capital-backed Mobileum Inc. He is also Independent Director at Wix.com Ltd and Non-Executive Director at Ocado Group plc and Granahan McCourt Capital X3t Holdings Ltd.

Gavin acts as an adviser to, and investor in, several tech start-ups, serves on the Governing Council of the London School of Economics and Political Science (LSE) and is Chair of British American Business Inc.

As President and Chief Revenue Officer of Salesforce Inc., Gavin was responsible for worldwide sales and distribution during a period when sales increased from \$19bn to \$30bn.

During his tenure as Chief Executive of BT, he completed the UK rollout of superfast fibre and started the deployment of ultrafast fibre. He also led the £15bn acquisition of EE, launched BT Sport, expanded BT's cybersecurity practice and championed BT's social-purpose agenda.