

## ***Consultant profile***

### ***Ian Stoker***

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***Teacher, salesman, manager, sales trainer, Sales School manager.***

***Ian Stoker*** graduated in Geography at Bristol University. His first career was as a teacher in East Africa. He took a postgraduate Diploma in Education in Kampala and, for three years, taught Geography and Economics to advanced level in Kenya.

Ian joined IBM UK as a salesman of telecommunications equipment, selling to major public sector clients, nationalised industries and local authorities. Ian then moved to sales management, supporting IBM business partners in the city of London.

In a central staff appointment, Ian led several UK product launches of combined voice and data products. With overall budget responsibility, he was the UK campaign manager for the Personal Computer group where he devised and ran national sales campaigns to small and medium enterprises.

Ian joined the IBM Business School in the UK as a sales trainer and ran courses, for ten years, all over the IBM world. Ian, a keen rugby player, has a reputation as *the* team player; a teacher who knows the “highs and lows” of selling, who can coach, encourage and inspire his students to continually improve their performance, and enjoy their jobs.

Ian has consulted for, and taught many of IBM’s customers, who have used sales training as part of their own business transformation. Now, a founder of Oroza, Ian consults, writes, teaches and coaches for the IT industry.