



STUART FULLER

SENIOR COMMERCIAL & SALES LEADER | DOMAIN NAME, IP, CYBER SECURITY & SPORTS INDUSTRY EXPERTISE

SUMMARY

Senior Commercial and Sales leader with more nearly two decades of experience within Domain Name, Brand Protection & Intellectual Property industry.

Line of business owner with full budgeting, P & L and cost centre experience.

Experienced presenter with significant industry expertise and knowledge.

Builder of high performing teams, creator of value-add development programmes, and mentor and coach to many. Passionate about sales excellence and developing raw sales talent.

Qualified Sales Coach, Mentor and expert in Performance and Change Management. Six Sigma (White, Yellow, Green & Black Belt) accredited

Published author on Brand and Reputation Management, new gTLD Programme as well as Football and Culture.

Chair and Non-Exec Director of fan-owned Lewes Community Football Club and published author on Football Tourism and Fan Culture.

EXPERIENCE

SENIOR DIRECTOR, GLOBAL SALES OPERATIONS & ENABLEMENT • OPSEC SECURITY • SEPT 2021 TO MARCH 2023

Reporting to the General Manager of Online Business, responsible for the creation and management of key commercial processes and divisions in one of the world's leading Brand Protection and Authentication organisations. Accountability for commercial reporting, performance management, commercial pre-sales, CRM, learning and development and key Chief of Staff functions. Industry-recognised expert on IP and Brand Protection topics.

NON-EXECUTIVE CHAIRMAN AND DIRECTOR • LEWES FOOTBALL CLUB • 2011 TO DATE

Elected board member and Chair of one of the biggest community owned sporting organisations in the United Kingdom, who believe in football as a vehicle for change in society. Lewes FC became the first football club in the world to allocate the same playing budgets to our Men's and Women's first teams, have championed the equalization of FA CUP Prize Money, campaigns such as #CALLHIMOUT. Responsibilities include all "on the pitch" performances of all teams, including our pathway.

HEAD OF BRAND SERVICES • CENTRALNIC GROUP • 2019-2021

Reporting to the group Managing Director, responsible for the creation and growth of the Brand Services division within CentralNic Group. Brand Services focused on the provision of products and services to our corporate and value-added resellers in the domain name, brand protection, DotBrand Registry clients, security and SaaS markets. All sales, marketing, product development and commercial operations reported into this role. Senior Project lead for numerous engagements with NGOs and Governments.

GROUP COMMERCIAL DIRECTOR • CENTRALNIC GROUP • 2017-2019

With the impressive growth of CentralNic Group plc, I was recruited to head up the commercial operations of the global business, reporting to the CEO. With a number of different subsidiaries across the globe, there was a need to develop commercial best practice in terms of reporting, recruitment and marketing strategy.



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SKILLS

Two decades of sales management & leadership. Constant focus on self-learning & development:

- C-Level sales & negotiation
- Sales leadership
- Presentation & communication skills
- Sales coaching & mentoring
- Learning & development content creation
- Strategic pricing management
- Project Management
- Change & risk management
- Salesforce admin
- WordPress admin and webmaster
- Six Sigma White, Yellow Green and Black Belt
- Xero administrator
- Blockchain Technology (University of Berkeley)
- Fundamentals of Behavioural Economics (HarvardX)

St John's Ambulance COVID-19 Vaccine Volunteer

DIRECTOR OF COMMERCIAL OPERATIONS • NETNAMES (CSC) • 2011-17
Reporting to the CEO of one of the most respected global domain name and brand protection companies, responsible for NetNames's Commercial Operations across all geographical regions. Responsible for gross margin maintenance, product development, bid process and commercial reporting. Head of all Sales Learning & Development and content creation.

REGIONAL DIRECTOR, NORDICS • GROUPNBT (NETNAMES) • 2005-2011
Reporting to the CEO, this role was responsible for the management of the company's Nordic operations, based in Copenhagen with sales offices in Oslo and Stockholm. Day to day management of over 70 staff in all functions with P & L responsibility for group subsidiary.

INTERESTS AND SELF-DEVELOPMENT

I have a life-long passion for football, watching matches across the world. This has given rise to a side-line in football-travel writing under the name of [The Football Tourist](#).

I am Chair of Lewes Football Club, the world's first semi/professional club to pay its Men's and Women's teams equally, initially joining the board of directors in a voluntary capacity in 2011. My responsibilities are for the Football Operations of the club including recruitment, performance analysis and our long-term playing strategy, as well as securing long-term funding for the club. I also serve on the Board of Directors for the Isthmian Football League who represent 82 teams playing at Steps 3 & 4 of the National League System, and an advisor to other community-owned organisations, both inside and outside of sport.

I believe in constant self-learning and development and look to find ways to be a better "me". I focus on filling the quiet moments during the day, or time when I am travelling, with content absorption, whether that is through webinars, podcasts or audio books as well as through analogue medium. I look for transferrable skills, understanding how I can add value to those around me as well as myself. I am incredibly proud in the role I have played in developing staff who have worked for me over my career into senior positions today.



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RECOMMENDATIONS

BONNIE WITTENBURG • MANAGING DIRECTOR, BRANDSHELTER INC.

Stuart's depth of knowledge on every aspect of Domain and Brand Protection is second to none. He has a keen understanding of the challenges organizations face and excels at solutions-oriented sales. He is a consultative sales expert and an able marketing professional with a genuine talent for prolific, meaningful content development. Stuart brings energy to any executive team through his leadership style and business acumen.

STUART DURHAM • FORMER GLOBAL SALES DIRECTOR, NETNAMES/CSC

Stuart's industry expertise, knowledge and foresight were some of the reasons why he is so respected in the industry. He is able to combine those traits with a flair for communication that enables him to work across the whole company. The content he develops is first-class and having been part of some of his learning & development sessions I know the passion he has for helping others realise their potential.

VAUGHN LILLY • FORMER GLOBAL SALES DIRECTOR, MMX/UNIREGISTRY

Stuart is a true professional, highly organised, trustworthy and a subject matter expert in the domain space. His combination of intellect, work ethic and temperament define him as one of the most astute people I have met in the last 10 years.



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