



JULIE'S STORY AND BIOGRAPHY

It all began with Wang Computers in 1988 when I landed a Corporate Sales role. With no sales experience, this set the scene to work both from instinct and from my heart. No small feat when there was a £4 million sales target to achieve!

This approach delivered big time. It built trust, it built relationships, it built a platform for real colleague collaboration and out-of-the-box creativity, earning me an annual achievers recognition award in the first year. I had to pinch myself. I remained with Wang until approached by AST computers in 1994 to manage their main partner SCC. I stayed true to my instincts and success continued.

My biggest testimonial of the Power of Heart approach occurred when tasked to recover a once-flagship account for AST: The Post Office Group, which included the Royal Mail. Not only was there massive pressure to save the account, there was also a time limit. I instinctively knew I had to build trust and win customer confidence – I had to capture hearts, not just minds. This approach achieved astonishing results, and the account was taken from the brink to winning multi-million pound orders.

Within the Corporate IT world, these achievements were noticed, and in 1998 IBM approached me to join their team as a Sales Executive. As fate would have it, I was back with The Post Office. It did not escape me that I was with the largest IT Company in the world, delivering success in my own unique way. This was to become a major turning point in my corporate life.

During the following years this unique approach led me to appreciate that the heart is not just an emotion, it is an absolute powerhouse. It is a doorway to higher perception, providing a helicopter view of any situation - where instinct is a guide to the right pathway, fuelled with passion and the confidence of right action.

I left IBM in 2000 to set up my own Business Development Consultancy. My first contract was with Xerox when they acquired a new company. I was appointed to develop this acquisition, but I soon realised the true power was in uniting these two companies together.

This wasn't my original remit but vision and passion drove me to overcome obstacles and be the initial bridge to unite these two companies. At board level, I created a powerful solution that elevated what Xerox was able to bring to market, and I continued with this work to bring similar Unity teamwork at Samsung and the NHS - always with success.

Perhaps my biggest Unity challenge occurred when approached by Zebra Technologies in 2005, to develop new partnerships for them. An initial six-month contract lasted 10 years when I spotted the unrealised potential of an Alliance they had.

Unifying cross-cultural relationships and strategy across EMEA was a skill but was glued by the love I had for this Alliance. Passion enabled me to bring people to a common ground and to want to be a part of it.

I created the messages they went to market with, and it became so successful that Zebra acquired this Alliance (a part of Motorola) and two became one. Quite a legacy.

I have found that following the heart within the conventional business world not only delivers huge success, but 'unites' me with a bigger purpose. We are in a time where the heart is emerging and people are waking up to their true nature. They are looking for more, than what has been.

Fear has limited us for so long, and must be defused and dissolved. My path has always led me to this point - to be of real service to the corporate world and beyond.