

Curriculum Vitae · Available for select conversations

Mark Boyer.

GLOBAL SERVICES DIRECTOR · SOFTCAT

£550M services portfolio · ~300 people · the UK's leading channel partner

Two decades of services leadership across the UK and European VAR and MSP channel: as operator, as integrator, and as the customer.

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IT Oxygen Influencer 2025

HDI Top 25 Thought Leader

17,500+ followers on LinkedIn

£550M

Services portfolio led at
Softcat

~300

People across the services
organisation

68

Year-one customer NPS

20%

Services revenue growth,
year one

Full P&L accountability · regular engagement at board and C-suite level · two decades on every side of the MSP table.

Summary

Global Services Director at Softcat, accountable for £550M of services and ~300 people at the UK's leading channel partner, with full P&L accountability and regular board and C-suite engagement. 20% services growth and an NPS lift to 68 in year one. Two decades designing and rebuilding service operating models from every seat: MSP, global systems integrator, end-customer, and now the No1 VAR.

I publish the thinking as the Human Operating Model: software defines the service, AI runs it, and people are why customers choose yours. A main-stage keynote voice on AI and operating models, I build with AI as readily as I speak on it. I lead through servant leadership with high standards: candour, accountability, and the conditions for people to do their best work. Open to the right step-up conversation: MD or VP Services in a provider, or CIO / IT & Technology Director where technology needs rebuilding around business outcomes.

02 / TRACK RECORD

Professional Experience

Softcat

Global Services Director

Feb 2025 – Present

London

- Accountable for a £550M services portfolio and ~300 people across Professional Services, Programme & Project Delivery, the Operations Centre, Service Introduction and Partner Management.
- Designed and led the Unified Services Framework, Softcat's global delivery operating model, built on a 'shift-right', software-defined approach: standardising how services are sold, landed, run and renewed.
- Govern Service Partner Management, 80+ delivery partners and MSPs under formal commercial, SLA and continuous-improvement frameworks, and own the Services Platform Architecture behind delivery and reporting.
- Work with leading vendors, including Microsoft, Cisco and ServiceNow, to define the next generation of service models, where AI and software-defined delivery run the service and human judgement becomes the differentiator.
- Introduced Career Pathways, a behavioural approach to role design and progression that replaces implicit norms with explicit, evidenced ones: lifting capability, clarity and retention.

Year one: 20% growth in Softcat Services revenue and customer NPS improved to 68.

The Workshop

Director of IT Service Operations /
Solution Delivery

2023 – 2024

London / Málaga

- End-customer leadership of the global IT and digital estate across EMEA, APAC and LATAM: 170+ services and 1,000+ users.
- Built and led distributed teams across five countries and four time zones (London, Málaga, Reykjavík, Auckland, Bogotá), owning recruitment, capability uplift and retention.
- Full ownership of the stack from physical data centres through OpenStack private cloud, plus Service Desk, IT Operations, Cyber Security, Engineering, Architecture and Enterprise Service Management.
- Owned 24/7 operational support and incident management across the global estate, with direct accountability for service performance, MTTR and stakeholder satisfaction.
- Delivered phase 2 of a group-wide operating-model transformation; owned compliance across ISO 27001, GDPR and PCI-DSS spanning UK, EU, APAC and LATAM.

T-Systems

Head of Service Management,
Northern Europe

2017 – 2023

London

- Owned a £250M contract portfolio for Northern Europe, leading global teams across EMEA and Asia, including global hotel EPOS estates and energy majors (Shell, BP) running PCI-DSS forecourt environments at scale.
- Repositioned the model from Technical Service Management to Customer Success: putting customer outcomes ahead of service tickets.

Drove year-on-year renewals, 20%+ margin growth and TRI*M scores sustained above 90 against ongoing cost-out programmes.

Managed 24/7

Services Director

2015 – 2017

Milton Keynes

- Board-level services leadership through service redesign and cultural transformation in a high-growth UK MSP.
- Improved NPS, launched new service offerings and contributed directly to EBITDA growth.

Back-to-back CRN MSP of the Year wins during tenure (2016, 2017), with a third in 2018 on the model built; first MSP in Europe to hold four ISO accreditations simultaneously.

Independent & interim

we are grapevine · SCC · GLG

2014 – 2015

London

- Founder, we are grapevine, an independent services consultancy for interim leadership and advisory, including interim Head of Service Delivery at Bidvest 3663: UK foodservice IT, holding Fujitsu and Daisy to SLA as the customer.
- Head of Service Management, SCC (2015): Financial Services portfolio; Lloyd's of London syndicate insurers under FCA, PRA and Lloyd's market regulation.
- Council Member, Gerson Lehrman Group: expert-network advisor on IT services to institutional clients.

Kelway (now CDW UK)

Head of Services

2010 – 2013

London

- Delivered £50M+ in Managed Services, supporting growth to £250M through M&A integration.
- Integrated an 800-person MSP acquisition; established the UK Service Operations Centre from a clean sheet and embedded ISO 20000.

Drove double-digit EBITDA growth and step-change customer satisfaction.

Earlier career

ISC Networks · Accent

2007 – 2010

UK

- Technical Service Delivery Manager, ISC Networks (2009–10) · IT Manager, Accent (2007–09).

03 / CAPABILITY

Expertise

Service Operations Strategy

Operating Model Design

High-Performing Team Leadership

Customer Success & NPS / TRI*M

M&A Service Integration

Partner & Vendor Frameworks

ITIL 4 / ISO 20000 / ISO 27001

Human-Centred & Behavioural Service Design

AI-Embedded Service Models

AI Adoption & Literacy

P&L & Commercial Leadership

SECTORS

Hospitality

Retail

Leisure

Financial Services

Energy

04 / EXTERNAL VOICE

Speaking & Thought Leadership

Keynote stages

SITS 26 · main stage

itSMF UK 2025

SDI Spark 26

PropelX London

SDI 2024

Themes

- AI lands or stalls in the operating model
- Designing services around human behaviour, not just process
- Language as the architecture of the experience
- What commercial credibility demands of service organisations

From the room

"By far the best speaker we saw. Very relevant and inspirational."

SDI SPARK 26

"As masterful as ever. He owned that stage."

SITS 26, MAIN STAGE

05 / RECOGNITION

Organisational Awards

3× CRN MSP of the Year (2016–2018) Deloitte Fast Track 50

Let's talk about what your services could be.

If you're rethinking how a services organisation or technology function is designed, led or commercially positioned, at MD, VP Services or CIO scope, I'd be glad to have the conversation.

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