

Matt Browning

Partner-first marketing leader. I build go-to-market for technical infrastructure outside the US.

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IN SHORT

Twenty years taking technical infrastructure to European enterprises — managed cloud, data operations, the data lakehouse, data and AI management, now digital trust and post-quantum cryptography. Always a technical buyer, never a line-of-business one.

Three times I've been the first or only marketer in a region — Rackspace, Qubole and Starburst — and built the function from there. I'm a player-coach: I build the thing myself, then hand it over.

Since 2024 I've built these functions AI-native — engineers hired into marketing, operations run by agents.

PARTNER MARKETING — FIVE MODELS, AND MDF PROGRAMMES SINCE 2008

Hyperscaler co-marketing, built education-first	RACKSPACE / AWS
Multi-hyperscaler — AWS, Google and Microsoft in parallel	QUBOLE
GSI, OEM and reseller — three layers at once	STARBURST
Technology partnerships at Series A scale	KEB00LA
Two-tier distribution and a new MSP programme	DIGICERT

Rackspace / AWS. Built EMEA co-marketing from launch, education-first: drove certification internally until **we held more AWS certifications than AWS's own UK solution engineering team**. Put **25 CTOs in an executive suite at re:Invent with the EMEA GVP of AWS**, outside the official agenda — no other vendor had it. Won **\$1.2m of MDF into EMEA in six months, the largest allocation to any single partner in the region at the time**.

Starburst. Three layers at once: Capgemini's Data & AI practice pan-EMEA, Dell as reseller with Starburst loaded onto their tin, six regional resellers underneath. Built **partner bundles** — productised co-marketing the partner team could sell, with mutual success agreed before spend. Brought Dell onto the Starburst booth and keynote at Big Data LDN. **Partner reached over 30% of marketing-sourced revenue**.

DigiCert & earlier. Two-tier distribution — three regional distributors, six priority partners per region, a managed MDF programme, an MSP programme launched this year. My first partner role was 2008: Vodafone's B2B channel marketing and MDF-funded demand generation.

EXPERIENCE

Head of EMEA Marketing — DigiCert May 2025 – present

PE-backed · Digital trust, PKI, code signing and post-quantum cryptography

Reports to CMO and EMEA GVP · 9 across marketing, partner marketing and SDR, up from 6 · 3 sub-regions, 7 focus markets · \$2m field budget, up from \$880k

- Five consecutive quarters at or above target** — \$41.1m net-new ACV sourced against a \$38.9m target, 105.7%. Quarterly NNACV up 28% while the quarterly target rose 56%.
- Marketing sources 51% of regional pipeline**, 72% of it from ICP accounts, at a \$42k average closed-won deal.
- Renewal and expansion pipeline influenced up 36%, from \$21m to \$28.5m. Cut the priority-country list to seven focus markets — an investment decision, not an activity one.
- Originated the Trust Exchange Roadshow and built the format myself.** Two cities and 205 attendees became nine cities and 360 — show rate up from 71% to 90%, NPS 87, **cost per attendee down 82%**.
- Own regional PR and brand — two agencies on a dotted line (UK, Germany), the internal speaker bench, customer advocacy including a health-score model — and the SDR team directly, so capacity and joint pipeline planning sit inside marketing.

VP Marketing — Keboola

Jan 2024 – May 2025

Series A (\$32M) · Data and AI management platform

Built and led a distributed team of 10

- Built the marketing function from a blank page, AI-native from day one. **Hired AI solution engineers as core marketing team members**, not as technical support — marketing shipped tooling, not just campaigns.
- Automated marketing operations on an AI-powered CDP; the function became a referenced case study in agentic marketing workflows. Owned ICP, sales motions, partner marketing, enablement and all pipeline generation.

Starburst Data

Jan 2021 – Feb 2024

Series B–C (\$100M raised) · Data lakehouse, built on open-source Trino

VP Marketing, EMEA & APAC · Senior Director, EMEA Marketing · Director, EMEA Demand Generation – promoted twice

- **First marketing hire in EMEA.** Built the international marketing team to eight, and established the partner-first plays that carried regional pipeline. **Accountable for 40% of total regional revenue.**
- Built the global ABM playbook from zero to **15% of all marketing-sourced revenue** — the work I was promoted for.
- Led global partner marketing to **over 30% of marketing-sourced revenue** across system integrators, hyperscalers and regional partners.
- Won **HSBC** through multi-quarter executive engagement and champion-building. Now Starburst's largest customer globally.

Qubole

Mar 2018 – Jan 2021

Series E · Data operations platform

Director, Global Digital Marketing · Director, EMEA Marketing · Senior Manager, EMEA Marketing – promoted twice

- **First marketing hire in Europe.** Sole marketer for the region for a quarter, then built the resource plan and hired seven across EMEA and APJ — three field marketing, two digital, one marketing operations, one product marketing.
- Owned brand, PR, demand generation and customer marketing for EMEA alongside global programmes. **Marketing contributed 60% of opportunities by the end of FY18.**
- Established the regional channel and partner relationships — AWS, Google, Microsoft, technology partners and community groups. Employee of the Quarter for influencing 45% of pipeline in Q4 FY19.

AWS Marketing Manager, EMEA — Rackspace

Jun 2016 – Mar 2018

Managed cloud services

- **Sole marketing lead for a start-up business unit** selling managed services on AWS. Defined the EMEA strategy from scratch. Record MDF investment and double-digit sales growth — see above. 'Best Newcomer' 2016.

Corporate Segment Marketing Manager, EMEA — Sabre Corporation

Jan 2015 – May 2016

Travel technology

- Led EMEA input into the product investment plan and built segment marketing strategy from competitive and market analysis, positioning Sabre in the corporate travel market.

EMEA Marketing Manager — Crestron International

Jan 2013 – Nov 2014

Audio-visual and control systems · Promoted from EMEA Marketing Campaign Manager

- Led the EMEA marketing strategy **managing a team of 12** across channel, new business and end-user. Owned **ISE Europe at the Amsterdam RAI** — a \$1.4m programme, 990 sq ft stand, 250+ staff on site, 3,000+ booth visitors, an executive dinner programme and a 1,000-attendee activation.

Earlier

2005 – 2013

- **Marketing Campaign Manager, SunGard Availability Services** (2011–13) — direct and multi-channel campaigns into the UK prospect market.
- **Account Manager, Ideas Industry** (2008–11) — ran Vodafone's B2B partner channel marketing on an outsourced basis: operations, partner onboarding, MDF-funded demand generation and campaign analysis.
- **Marketing Executive, Investec** (2005–08) — marketing support to intermediaries and lenders, delivering the segmentation strategy.

Stack Salesforce · Marketo · 6sense · Demandbase · Qualified · Tableau · Databricks · Google Analytics · Claude · ChatGPT

'Future CMO of the Year' – HotTopics, 2022 and 2023 · References on request