

GAVIN PATTERSON

Major Career Roles

President and Chief Revenue Officer, Salesforce Inc.
CEO, BT Group plc
Chair, Elixirr International plc
Chair, Business in the Community
Chair, Kraken Technologies Inc.
Chair, Kahoot!

Other Career Highlights

CEO, BT Retail
Non-Executive Director, British Airways plc
Non-Executive Director, Delta Fiber Nederland BV
Trustee, British Museum

Gavin Patterson currently serves as Chair of Elixirr plc (since 2020), Chair of Kahoot! ASA (since 2024), Chair of Kraken Technologies Inc. (since 2023), Non-Executive Director of Reckitt Benckiser Group plc (since 2026), Non-Executive Director of Ocado Group plc (since June 2024), Non-Executive Director of Wix.com Ltd (since 2023), while also acting as Senior Adviser to Octopus Energy. He has served on boards since 2008 and previous roles include Non-Executive Director of Johnston Press and British Airways, and Chair of British American Business and Business in the Community.

Latterly as an executive, he served as President and Chief Strategy & Revenue Officer at Salesforce (2019-2023), overseeing global sales strategy and contributing to a 60% growth from $19bn to $30bn.

Best known for his transformative leadership at BT Group plc (CEO 2013-2019), Gavin led the £15 billion acquisition of EE, completed the nationwide fibre rollout, launched BT Sport, and built a leading cybersecurity practice – anchoring the company's pivot to converged communications and social purpose. His tenure saw BT's evolution into a platform-driven business that balances commercial execution with corporate citizenship.

In his earlier career, he refined his commercial and marketing expertise through senior roles at Procter & Gamble, a stint at Telewest/Virgin Media, and leadership of BT Retail, serving as Managing Director of Consumer (2004-2008) and CEO of Retail (2008-2013).

He brings deep cross-sector expertise in:

• Platform transformation & digital infrastructure – scaling fibre networks, launching new services, and integrating telecom with media and cybersecurity.

• Global sales & revenue leadership – growing SaaS revenues at Salesforce through global scaling and C-suite alignment.

• Board governance & strategic oversight – chairing multiple public and private tech and services boards with strong brands and investor profiles.

• Purpose-led corporate change – driving social purpose agendas, diversity, and community initiatives throughout his career.

Educated with an MEng in Chemical Engineering (Emmanuel College, Cambridge), he combines commercial rigour with a personal commitment to dementia research. Now Chair of Alzheimer's Research UK, he exemplifies leadership grounded in impact, empathy, and strategic depth.