



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**, Retail and former Managing Director

**Managing Director**, Consumer

**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 2019), Chair of Kahoot! ASA (since 2024), Chair of Kraken Technologies Inc. (since 2023) 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 £15bn 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), Patterson earned a CBE in the 2023 New Year Honours for services to industry and charity.

Renowned for combining commercial rigour with a personal drive to support dementia research—now Chair of Alzheimer’s Research UK—he exemplifies leadership grounded in impact, empathy, and strategic depth.