

Anthony Tripyear

Commercial Director | Global Technology Leader

anthony@tripyear.com | London, UK

A FULL CV IS AVAILABLE ON REQUEST – PLEASE CALL OR EMAIL

PROFILE

Commercial Director and Customer Success Leader with 20+ years of global experience in technology, specializing in driving transformative growth and solving problems for enterprise customers. Renowned for building high-performing, diverse teams and delivering innovative, customer-centric strategies that achieve measurable business outcomes. Demonstrated expertise in scaling global operations, optimizing P&L, and leading complex digital transformation initiatives. Fluent in German and French, with a proven ability to navigate cross-cultural environments and foster strong executive relationships.

PROFESSIONAL EXPERIENCE

Director, Customer Success

2023 – 2024

Spearheaded engagement with Fortune 500 end customers. Accountable for end customer revenue, high volume sales, and inside sales. Led a hybrid team in Europe & North America.

Director, CX, Sales Operations, Sales Enablement

2019 – 2023

Accountable for channel marketing, inside sales, and omnichannel CX.

Commercial Director, Europe

2014 – 2019

Directed sales and business development across Europe. Accountable for revenue of 22 major distributors & channel partners.

General Manager, Purchasing & Operations Manager

2011 – 2014

Developed an international trade strategy that propelled the company on to the Sunday Times International Track 200.

Project Manager, Procurement Manager

2002 – 2011

Established new locations in several countries Constructed a GPO model for PE-backed businesses. Accountable for direct procurement across Europe. Based in Germany.

EDUCATION

BA (Hons.) French & German

Winner of Department Prize in German
