

Wayne Bickerton

CURSOR RVP BUSINESS DEVELOPMENT EMEA / EXECUTIVE NETWORKS /
ZERO-TO-ONE GROWTH / AI PRODUCT BUILDER

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PROFILE

Enterprise business development executive with 20+ years building new markets, executive networks and high-growth technology businesses internationally. Built AdAction EMEA from launch to approximately **50% of an \$80M global business**, reached profitability in nine months and personally closed around **100 enterprise customers**. A hands-on super IC who also independently designs and ships AI products adopted by up to **90% of the organisation** - directly aligned to Cursor's executive briefing, zero-to-one market entry and developer tooling mandate.

CURSOR ROLE ALIGNMENT

100s C-LEVEL & VP RELATIONSHIPS	~\$40M ZERO-TO-ONE EMEA BUILD	~100 PERSONAL ENTERPRISE CLOSURES	90% AI PRODUCT ADOPTION
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AI PRODUCTS & INTERNAL PLATFORMS

Whalehunter	AI enterprise sales intelligence platform used by 50 colleagues - approximately 90% of AdAction - centralising customer intelligence, meetings, CRM context and account planning.
Campaign Management Platform	Proprietary operating platform used by 20+ colleagues to streamline campaign delivery, improve hand-offs and strengthen cross-functional visibility.
TokenMeter	Native macOS application for tracking AI token consumption and model costs across multiple providers.
Workflow Agents	Meeting transcription, AI summaries, Slack knowledge distribution, scheduling agents and sales research automations that have saved hundreds of hours of manual work.

PROFESSIONAL EXPERIENCE

General Manager, EMEA ADACTION

May 2020 - Present

Founding regional leader with ownership across Sales, Partnerships, Customer Success, Marketing and EMEA strategy.

- Built EMEA from launch to approximately **50% of an \$80M global business**; profitable within nine months and above target every year.
- Personally closed approximately **100 enterprise customers** and developed trusted relationships with hundreds of C-level and VP decision-makers.
- Closed the largest commercial agreement in company history in year one and achieved an approximately **90% win rate** across priority Tier-1 gaming targets.
- Expanded business across North America, EMEA and APAC; led regional growth across Sales, Customer Success and Engineering.
- Designed and deployed AI-powered products now used by up to **90% of the company**, removing hundreds of hours of manual work.

General Manager, EMEA HYBRID THEORY (FORMERLY AFFECTV)

Jun 2018 - May 2020

- Increased regional revenue by more than **200% in year one** and returned the business to profitability.
- Led transformation across a 30-person organisation and closed the largest agreement in company history (Dell).
- Restructured Product and Engineering to improve scalability and operating efficiency.

CAREER HIGHLIGHTS

20+ yrs BUILDING NEW MARKETS	100+ ENTERPRISE RELATIONSHIPS	22 MARKETS LED FOR AMEX	£50M PEPSICO REGIONAL REMIT
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EARLIER LEADERSHIP

Head of Marketing, Western Europe & SSA PEPSICO	2017 - 2018
Led Doritos regional strategy, a £50M budget and cross-market launch execution.	
Brand & Agency Partner FACEBOOK UK	2013 - 2017
Managed GroupM and 100+ enterprise organisations; delivered ~100% portfolio growth YoY and led the £3M Visa Rio Olympics partnership.	
Managing Partner / Global Client Lead NEO@OGILVY	2010 - 2013
Led American Express's international digital business across 22 markets in EMEA, LATAM and ANZ.	
Managing Director & Co-Founder VCCP MEDIA	2006 - 2010
Co-founded and grew the media division from £0 to £5M revenue, profitable in year one, with expansion into Europe and the Middle East.	

CAPABILITIES

COMMERCIAL	Enterprise Business Development / Executive Briefings / Strategic Partnerships / GTM Strategy / P&L; Ownership
MARKETS	Zero-to-One Entry / International Expansion / North America / EMEA / APAC
AI & PRODUCT	AI Product Development / LLMs / AI Agents / Workflow Automation / Cursor / Claude Code / OpenAI APIs / MCP

EDUCATION & RECOGNITION

A Levels - Bracken High School, Johannesburg / Facebook Power of Partnership Award