

Eric Darling appointed MD at thinkTRIBE

Tuesday 23 August, 2022

Canterbury-based **thinkTribe.com**, the independent Digital Transformation Risk-Reduction CX management, and monitoring services provider, has announced the appointment of Eric Darling as Managing Director. This comes as **thinkTribe.com's** previous CEO and founder, Deri Jones, moves on after 19 years to pursue other advisory and consultancy interests. thinkTribe has been Deri's 3rd successful start-up over the last 30 years

Deri comments: *"The senior Management team at **thinkTRIBE** have demonstrated over time their impressive ability to manage and grow the business and to delight clients at the same time: and after a significant growth year it is time for me to stand back operationally and let them steer the ship in the next phase of its growth; while I pursue wider digital opportunities that are opening up for me."*

Eric Darling joined **thinkTribe** last year as Sales Director with a dual brief to transform the sales function along solution-selling lines, and to better integrate the Services Delivery teams into a coordinated customer-centric engine. Significant double-digit growth and the addition of major new brands such as Wella, Brakes, Hachette UK, Pentland Brands many others have been some of the successes so far. Prior to **thinkTRIBE**, Eric pioneered solution selling through consultancy work with a number of growing tech companies, and Sales Director roles for Enterprise selling organisations for the last 30 years.

Eric comments: *"**thinkTRIBE** has been an excellent opportunity for me on several levels. Firstly the client base was to die for. As a Sales Director, inheriting 60 blue-chip organisations - 90% of which are UK based with overseas increasing fast – was too good to pass up! This provides us with powerful market credibility and combined with a very low churn rate, and high NPS scores, it was any Sales Director's dream. Separately, the management team is one of the most effective I have ever worked with, which has made implementing rapid change much easier.*

I know we can build on what we have now and in the future and I am excited to lead such an engaged and accomplished company."

Supporting Eric in his new role as Managing Director will be the existing senior leadership team; Clive Newell as CFO and growth delivery; Julia Crawford HR and People management, Karina Alves, Head of Service Delivery and Mat Seymour, Head of Software Development.

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