DOMINIC CARROLL

PRODUCT, PORTFOLIO & GROWTH EXECUTIVE | AI, CYBERSECURITY & TECHNOLOGY SERVICES

Greater Manchester, UK | +44 (0)7717 673 430 | dominic_carroll@icloud.com | linkedin.com/in/dominiccarroll

EXECUTIVE PROFILE

Cybersecurity and technology services executive with more than 20 years of product, portfolio and commercial leadership. Builds differentiated propositions from complex technical capabilities, then connects product strategy, pricing, go-to-market, sales enablement and delivery. Recent focus includes AI-first security operations, managed detection and response, unified IT/OT, cyber risk quantification and product-led growth. Experienced in scaling portfolios, securing investment and leading cross-functional teams through strategic change.

CORE EXPERTISE

Strategy: Portfolio strategy, product management, service design, innovation, market intelligence, operating models

Commercial: Pricing and packaging, P&L and unit economics, business cases, CPQ/SKU design, partner propositions, strategic bids

Growth: Go-to-market strategy, product marketing, demand generation, sales enablement, value messaging, executive thought leadership

Technology: MDR and SOC, SIEM and XDR, AI and machine learning, IT/OT security, cloud services, cyber risk quantification

PROFESSIONAL EXPERIENCE

Director of Portfolio & Marketing | e2e-assure Apr 2023 - Present

- Own the end-to-end Threat Detection & Response portfolio strategy, commercial framework and market positioning, reporting to the CEO and leading across Product, Marketing, Sales, SOC, Development and Finance.
- Rebuilt a legacy MSSP offer into a modular, scalable portfolio and developed the Unified IT/OT SOC proposition from concept through service definition, pricing, messaging, sales collateral and operational alignment.
- Helped shape the strategic pivot to an AI-first SOC, including analyst-agent concepts, AI-assisted investigation, less brittle automation and an appliance-based approach for sovereign IT/OT deployments.
- Created a scalable commercial model, SKU catalogue and CPQ logic, alongside G-Cloud service collateral and vertical proposal templates, improving consistency across pricing, bids, delivery and reporting.
- Expanded remit to include Marketing leadership and the SDR function, linking proposition strategy, campaigns, outbound activity, partner enablement and pipeline creation.
- Represented the business through customer engagements, industry events and webinars covering OT SOC, critical infrastructure, security operations and ingestion cost optimisation.

Associate Director, Strategic Portfolios / Head of Global MDR Portfolio | NCC Group 2017 - Apr 2023

- Defined and delivered a rolling three-year transformation of legacy managed security services into a modern global MDR portfolio, contributing to approximately 12% year-on-year revenue growth.
- Directed the incubation and launch of Calibrate, a global cyber risk reporting SaaS platform, while introducing more agile ways of working across Product and Engineering.
- Built the business case and development plan that secured £3m investment for machine-learning-driven threat analytics and establishment of data science operations.
- Launched managed services for Microsoft Sentinel, Microsoft Defender for Endpoint, VMware Carbon Black and cyber deception, supported by global sales enablement and GTM programmes.
- Helped scale the central Product Management function from an early-stage team into a recognised business growth capability.

PROFESSIONAL EXPERIENCE (CONTINUED)

Senior Product Manager, Ethernet & Managed Services | Zen Internet 2012 - 2017

- Held senior management responsibility for the Corporate and Mid-Market connectivity and managed services strategy, covering IP VPN, Ethernet, managed security, cloud and hosting.
- Managed a portfolio accounting for approximately 25% of annual revenue and delivered 11% year-on-year growth.
- Chaired Product Management Boards, led and coached product teams, and managed supplier strategy and commercial negotiations.
- Developed and launched a web-based Ethernet quotation tool, wires-only Ethernet for partners and resilient mobile connectivity for IP VPN services.

EARLIER CAREER

Dates	Organisation	Role
2011 - 2012	TalkTalk Technology	Business Innovation Manager
2008 - 2011	TalkTalk Technology	Principal Product Manager / Product Coach
2006 - 2008	Carphone Warehouse Networks	Product Manager
2003 - 2006	AMS Neve	Technical Services Engineer
1994 - 2002	Equant, now Orange Business	Senior Technical Consultant
1989 - 1994	Sorbus GmbH	Field Service Engineer

QUALIFICATIONS & ACCREDITATIONS

Security: Certified Information Systems Security Professional (CISSP); Cybersecurity MicroMasters, Rochester Institute of Technology / edX, 2018

Cloud & Data: AWS Certified Machine Learning - Specialty; Data Analytics - Specialty; Developer - Associate; Cloud Practitioner, achieved 2021

Product & Delivery: Agile Certified Product Manager, AIPMM, 2015; PRINCE2 Practitioner, 2006

Business: An Introduction to Marketing, Wharton / Coursera, 2014; Finance for Non-Financial Managers, 2010; Circle Management, 2010

Technical Learning: Machine Learning, Stanford University / Coursera, 2018

EDUCATION

The Open University | M865 Project Management, 1998-1999 | M861 Computer Architectures and Operating Systems, 1997-1998

ADDITIONAL INFORMATION

Languages: English, native; Dutch, fluent spoken and basic written; German, basic spoken