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INTERNATIONAL SALES DIRECTOR | EMEA, APAC & ROW | DIGITAL INVESTIGATIONS & CYBERSECURITY

EXECUTIVE PROFILE

International Sales Director responsible for every market outside the Americas at a global digital forensics business — a 14-person, five-function team carrying a \$14M target, reporting directly to the CEO.

Eleven years in enterprise sales and five as a full-time frontline police officer — a combination close to unique in a market that sells into policing, defence and government. A sustained record of significant overachievement and a reputation for holding the relationships an organisation cannot afford to lose.

Operational credentials include the Gold Command planning team for Operation London Bridge, the State Funeral of Her Majesty Queen Elizabeth II. That background opens doors and establishes trust where credibility cannot be manufactured, and it is why complex public sector cycles move faster.

\$14M INTERNATIONAL TARGET	413% PEAK QUOTA ATTAINMENT	\$1.2M LARGEST DEAL CLOSED	14 TEAM, 5 FUNCTIONS
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CAREER HIGHLIGHTS

- \$14M international target across EMEA, APAC and RoW — tracking to overachieve in first year as Director
- \$3.3M closed against a \$2M quota at Oxygen Forensics (FY25) — 165% attainment in first year with the business
- 413% of quota (FY23) and 188% of a \$2.5M quota (FY24) at OpenText
- \$1.2M government deal closed December 2025, Oxygen's largest recent transaction
- 20% year-on-year Middle East revenue growth, built on net-new government and enterprise conversion
- Largest deal in company history at Safenames; launched its international office and hired the founding team of six
- Gold Command planning team for Operation London Bridge, the State Funeral of Her Majesty Queen Elizabeth II (2022); highest arrest and stop and search rates across Thames Valley Police (2021); High Sheriff's Commendation for leadership during a multi-fatality incident

CORE EXPERTISE

- International sales leadership | Multi-region, multi-function team management
- Digital forensics, cybersecurity and intelligence solutions
- Executive account leadership | Government, defence and law enforcement relationships
- Complex enterprise deal structuring (\$500K–\$1.2M+) | Public sector procurement and tenders
- SCOTSMAN qualification methodology | Pipeline governance and forecast discipline
- Go-to-market strategy | Product roadmap and feature prioritisation
- Channel and distributor development | Market entry and expansion
- Operational planning under pressure | C-level and ministerial engagement

PROFESSIONAL EXPERIENCE

International Sales Director

Oxygen Forensics | 2026 – Present | Dubai | EMEA, APAC & RoW | Reports to CEO

Full commercial accountability for all international markets outside the Americas, leading a 14-person team across sales, inside sales, solution architecture, marketing and communications.

- Own a \$14M international revenue target across EMEA, APAC and RoW, currently tracking to overachieve
- Lead five functions behind a single commercial plan — setting strategy, performance frameworks and operating cadence so sales, pre-sales and marketing pull in the same direction rather than in parallel
- Advise the CEO and senior leadership on international strategy, and shape product roadmap and feature prioritisation so engineering investment follows the highest-value market demand
- Direct market entry into new territories, sequencing expansion by opportunity size and regulatory complexity rather than pursuing every available market at once
- Hold the organisation's most senior customer relationships at ministerial and C-level across the GCC, APAC and Europe — protecting existing revenue and creating access competitors cannot buy
- Own channel and distributor strategy, extending global reach without matching headcount growth

Regional Sales Manager (EMEA)

Oxygen Forensics | 2025 – 2026 | Dubai / EMEA

Led EMEA sales strategy across government, law enforcement and enterprise, managing a sales team alongside direct market ownership and channel development.

- Closed \$3.3M against a \$2M quota in FY25 — 165% attainment in a first year with the business
- Closed a \$1.2M government deal (Dec 2025), Oxygen's largest recent transaction — sustaining executive alignment and coordinating technical validation across an extended, multi-stage procurement cycle
- Opened GCC and Middle East markets where Oxygen had no prior footprint, positioning the platform against the specific investigative gaps of regional law enforcement rather than leading with generic capability
- Built a partner and distributor network selected for existing access to target buyers, increasing coverage and deal velocity without additional headcount
- Ran executive briefings and technical demonstrations for C-level and investigative leadership, establishing the credibility these relationship-driven procurement environments demand before any commercial conversation begins

Senior Account Executive — EMEA (Public Safety & Enterprise)

OpenText | 2022 – 2025 | EMEA

Carried a multi-country EMEA territory in digital forensics, cybersecurity and hardware-driven investigative solutions, on a quota rising to \$2.5M.

- Delivered 413% of quota in FY23 and 188% of a \$2.5M quota in FY24, by expanding within strategic accounts rather than chasing net-new volume
- Grew Middle East revenue 20% year-on-year, mapping untapped buyer communities inside existing territories and adapting deal structures to regional procurement norms
- Held the region's most strategically significant accounts — national police forces, military units and major law firms — securing multi-year revenue through long-term account planning and consistent senior engagement
- Designed executive engagement and briefing programmes that moved relationships from transactional to strategic, buying early visibility of procurement cycles and reducing competitive exposure at renewal
- Managed 6–18 month cycles across multiple jurisdictions, aligning technical, legal and procurement stakeholders to a single commercial outcome
- Built partner-led routes to market that opened accounts direct outreach could not reach

Police Officer | Control Room Operator | Special Sergeant

Thames Valley Police | 2014 – 2022 | United Kingdom

Joined in 2014 as a volunteer warranted officer while continuing to work commercially — deliberately testing frontline policing without stepping away from an established sales career, covering the night-time economy, weekends and bank holidays to hold the force at minimum resilience. Promoted to Special Sergeant, then elected to serve full time from 2017, accepting a significant drop in income in exchange for operational experience available no other way.

- Recorded the highest arrest rate and the highest stop and search rate across the entire force in 2021 — sustained proactive output over a full year, not a single operation
- Worked organised crime, intelligence and priority force tasking — plain clothes and undercover deployments, initial-phase pursuit trained, responding to armed threats, homicide and kidnapping
- Selected for the Gold Command planning team for Operation London Bridge, the State Funeral of Her Majesty Queen Elizabeth II — route planning, resource planning and deployment, and multi-agency collaboration across police, military and security services
- Designed and delivered the intelligence briefings and event plans that directed operational deployment
- Managed high-risk incidents live as a control room operator: threat and risk assessment across multiple simultaneous jobs, deploying resources to active emergencies
- As Special Sergeant, led a team of Special Constables — owning their development, performance reviews, officer safety training and personnel matters, and certifying new recruits as operationally competent
- Awarded the High Sheriff's Commendation for leadership during a multi-fatality incident
- Built working expertise in digital evidence, chain of custody and investigative procedure — the credibility no purely commercial background replicates

Account Manager — Small Business Specialist

Xero | 2015 – 2017 | United Kingdom (concurrent with volunteer warranted service, Thames Valley Police)

- Achieved 121% of quota and Sales Executive of the Year (2015) from a standing start, prioritising the highest-potential partners and compressing their time to first value
- Held 92% retention across 280+ partner accounts through proactive contact that surfaced risk before renewal, not at it
- Ran partner events and training that converted passive accounts into active referrers

Senior Account Manager → International Sales Manager (EMEA)

Safenames | 2010 – 2015 | EMEA

Progressed from enterprise account management to founding and leading the company's international sales operation.

- Closed the largest deal in company history, working with Roche, Prada and Paddy Power — built on sustained senior-level trust and a proposal shaped around each client's specific brand-risk exposure
- Grew 45 enterprise accounts including Fortune 500 clients through well-timed upsell and structured renewal planning that kept competitors out of the cycle
- Designed executive engagement programmes that moved key clients from operational contact to strategic partnership
- Promoted to launch the international sales office: hired and onboarded six, built the commercial infrastructure and set EMEA go-to-market strategy from nothing
- Sold SaaS domain management, cybersecurity and brand protection solutions, partnering with client legal teams on infringement risk

BEYOND THE ROLE

- Founder, The Conscious Shift — a coaching practice on confidence, mindset and performance, applying NLP and performance psychology
- Men's mental health advocate and Movember fundraiser, organising and competing in annual endurance events
- Duke of Edinburgh Gold Award | Everest Base Camp (2011) | Hyrox competitor | British national, based in Dubai