

## **James Petter**

*VP, EMEA*



James Petter joined Pure after 16 highly successful years as a sales leader in EMEA, with specific focus on the UK and Ireland on global account programs for companies including EMC, Cisco, Telstra and Coca Cola. James brings strong operational discipline to Pure Storage, with a proven ability to implement and execute sales strategies that support high growth and high margins. Throughout his tenure James has built a business based on 100% channel in the Commercial marketplace, has created a highly successful business in Public Sector in the UK, and personally has served as an Advisor to the central government.

A graduate of the Royal Military Academy, Sandhurst, James served as an officer in the 2nd Royal Green Jackets for six years. He also holds a BSc from the University of Surrey and a Postgraduate Diploma in Management Studies from Bristol University.