

Zoë Tomkins

STRATEGIC ALLIANCES AND CO-INNOVATION

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PROFILE

Strategic alliances leader with more than twenty years of experience spanning enterprise technology and consulting. Has worked across the technology vendor, advisory and delivery sides of partnerships, including AWS, KPMG, PwC, IBM and SAP with a consistent focus on turning shared ambition into customer and commercial value. Combines executive stakeholder engagement with business development, complex sales and practical programme leadership.

AREAS OF EXPERTISE

Alliance strategy and partner development • Co-innovation and joint go-to-market • Executive stakeholder engagement • Complex and consultative sales • Programme leadership • Team development and mentoring

SELECTED EXPERIENCE

Global SAP Partner Development Leader | Amazon Web Services

2025 – present

Develops strategic consulting partnerships across the SAP ecosystem and leads the AWS Global SAP AI Co-Innovation Program. Connects partner capabilities with customer needs through joint business development, marketing and coordinated sales activity.

Partner, Sales and Alliance Leadership | KPMG

2023 – 2025

Developed KPMG's strategic SAP alliance and built its Palantir partnership, driving business growth across both relationships. Served on the Public Sector senior leadership team, strengthening collaboration between consulting teams and technology partners.

Global Alliance Leader, Cloud Platform and Services | Amazon Web Services

2020 – 2023

Drove cloud growth through collaboration with global consulting and delivery partners. Brought together field sales, partner enablement and joint go-to-market execution to accelerate customer adoption.

Director, SAP Alliance | PwC

2019 – 2020

Defined and executed SAP alliance strategy, supporting pipeline growth and major client wins. Developed an award-winning client submission and coached client executives to articulate the business value of their transformation.

Associate Partner | IBM Consulting

2011 – 2019

Held European and global SAP alliance leadership roles alongside sector sales responsibilities. Developed joint industry campaigns, won new client business and built a European automation and IoT alliance programme that was subsequently adopted globally.

EARLIER EXPERIENCE

Global Head of Public Relations, Logica (maternity cover) · Head of Marketing and Alliances, Bluefin Solutions
· Channel Sales and Marketing, SAP UK and Ireland. Experience spans executive communications, team building and partner-led business growth.

WRITING AND PERSPECTIVE

Writes on alliances and co-innovation for Sapperment, exploring how collaboration between technology vendors, consultants and their customers becomes repeatable customer and commercial value. All contributions are made in a personal capacity; views expressed are her own and do not represent her employer.