

DARREN MATTHEWS

ENTERPRISE SOLUTION CONSULTING | LOGISTICS TECHNOLOGY | GLOBAL BUSINESS DEVELOPMENT | TEAM LEADERSHIP

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PROFILE

Senior logistics technology and solution consulting professional with 25+ years' industry experience spanning freight forwarding, enterprise technology and global business development. For more than 17 years at WiseTech Global, I have helped major logistics organisations evaluate and adopt technology to transform complex global operations. My experience combines C-suite engagement, strategic discovery, complex RFI/RFP programmes, solution design, executive demonstrations and functional leadership of a global team of 16 Business Development Analysts. I bring the perspective of someone who has worked across frontline logistics operations, systems consulting and enterprise technology - translating operational complexity into practical commercial outcomes.

CAREER SNAPSHOT

25+ YEARS

Logistics & technology

17+ YEARS

WiseTech Global

\$40m+

DHL enterprise deal

16

Global BDAs led

5 CONTINENTS

International engagements

CORE EXPERTISE

Enterprise Solution Consulting • Global Business Development • Logistics Technology • C-Suite Engagement • Complex Enterprise Sales • Strategic Discovery • Team Leadership & Mentoring • Business Analysis • RFI/RFP Strategy • Solution Design • Executive Presentations • Digital Transformation • Generative AI

PROFESSIONAL EXPERIENCE

WiseTech Global | Global Business Development Analyst & Global BDA Team Lead

April 2009 - Present | United Kingdom | Global remit

Senior member of WiseTech Global's Business Development organisation, combining deep logistics domain knowledge, enterprise solution consulting and commercial strategy to support complex customer engagements worldwide.

Enterprise & Commercial Impact

- Support strategic enterprise opportunities with major multinational freight forwarding and logistics organisations, from discovery and RFI/RFP analysis through solution strategy, demonstration and executive engagement.
- Played a key role in the engagement that secured DHL as a WiseTech customer in a deal valued at more than \$40 million, following the cancellation of DHL's previous SAP-based transformation programme.
- Supported major strategic engagements with DHL, DSV, Yusen Logistics, Röhlig Logistics and Morrison Express, alongside numerous other multinational and regional logistics businesses.
- Regularly engage with C-suite executives and senior decision-makers while working across operational, commercial, technology and functional stakeholder groups to uncover requirements and transformation priorities.
- Translate complex operational and technical requirements into clear solution strategies, compelling demonstrations and business outcomes.

Global Leadership & Reach

- Provide functional leadership to a global team of 16 Business Development Analysts, including professional education, mentoring, coaching, capability development and guidance on complex engagements.
- Act as a senior escalation and advisory point for solution strategy, RFI/RFP responses and high-value customer demonstrations, promoting knowledge sharing and consistency across the global BDA function.
- Extensive international experience across Europe, North America, Africa, the Middle East and Asia-Pacific, including repeated engagements in the USA, Australia, Kenya, UAE, India, Japan, South Korea and Taiwan.

INNOVATION, AI & STRATEGIC CONTRIBUTION

- Conceived and developed SCOPE / PIP, an AI-enabled internal platform designed to bring customer intelligence, engagement planning and structured business-development workflows into a single environment.
- Designed integrated workflows spanning discovery, health assessments, business reviews, demonstration planning, milestone management and engagement tracking.
- Applied generative AI to turn fragmented customer information and operational inputs into structured analysis and actionable preparation intelligence, improving the context, consistency and quality of customer-facing work.
- Defined the product concept, workflows, data structures and user experience, combining logistics domain expertise, business analysis and emerging AI capabilities to solve real commercial workflow problems.
- Contribute customer and industry insight to product strategy, and support executive, market and investor presentations covering productivity, automation, integration and logistics technology.

EARLIER CAREER

DSV Air & Sea | Information Management (IM) Consultant

March 2007 - April 2009 | Tamworth, United Kingdom

- Transitioned from freight operations into a specialist Information Management role supporting the implementation, adoption and effective use of DSV's in-house logistics technology.
- Delivered system demonstrations and training to internal employees and external customers through classroom, one-to-one, remote and customer-site sessions; developed standard and bespoke training programmes.
- Provided specialist system support across five UK locations and delivered training to employees throughout Europe, acting as a bridge between technology specialists and operational users.

DSV Air & Sea | Airfreight Export Supervisor

April 1999 - March 2007 | Tamworth, United Kingdom

- Progressed through international airfreight operations into a supervisory role covering customer management, freight operations, commercial performance, systems and regulatory compliance.
- Managed international airfreight export movements and significant customer contracts, balancing service requirements with commercial performance and optimising cargo consolidation and capacity utilisation to improve profitability.
- Served as Location Security Coordinator for aviation-security protocols and compliance, and as a system key user providing first-line operational systems support.

SELECTED CAREER HIGHLIGHTS

\$40m+ ENTERPRISE ENGAGEMENT Key role in the strategic engagement that resulted in DHL selecting WiseTech.	GLOBAL TEAM LEADERSHIP Functional leadership, education and mentoring for 16 Business Development Analysts.
GLOBAL ENTERPRISE EXPERIENCE Strategic customer work across Europe, the Americas, Asia-Pacific, the Middle East and Africa.	AI & INNOVATION Conceived an AI-enabled platform applying generative AI to customer intelligence and engagement workflows.

THOUGHT LEADERSHIP

Contributor to logistics and technology thought leadership through published articles, presentations and industry materials covering supply chain technology, real-time data, automation, productivity and digital transformation. Published topics include Realtime Data in the Supply Chain; Cloudy with a Chance of Change for Supply Chains; HTS Changes and CargoWise; Supply Chain Technology: Making the Dream a Reality; and Conquer the Supply Chain with a Small Army.