



Mark Sheard

Managing Director of TC2 UK

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Mark Sheard is Managing Director of TC2 UK. Based in London but working globally, he has a successful track record of delivering benefit for enterprise clients. With over 30 years' working experience in networking and information systems, Mark is intimately familiar with all the key elements of telecommunications and managed services strategy & acquisition. Mark leads the practice thinking in terms of SASE, SD-WAN, and cloud enterprise voice (including SIP trunking and Teams direct routing solutions), and has provided innovative approaches in terms of Internet First strategies to deliver significant cost reduction, capability enhancement and service improvement from networking transformations. He is also an expert in mobile services, and particularly EMEA-based multi-country deals. Often engaged for complex managed service or telecom transformations, Mark is able to distill out the key requirements and imperatives whether developing a strategic business case, optimized sourcing strategy, or executing on acquisition or implementation.

Mark is recognized for his technical understanding, innovative thinking and ability to assess and improve commercial situations and develop solutions in clients' best interests. An exceptional negotiator, he extracts maximum benefit for the client through leveraging his strong technical and commercial insight, detailed commercial modeling and analysis, clarity in requirements development, and a constructive yet determined approach to finalizing a deal. The results are typically 6-, 7- or 8-figure annual savings and improved solutions and services. Aside from his commercial, operational and technical acumen, Mark is regularly called upon for implementation program advisory support and leadership – helping clients avoid pitfalls and successfully translate the contracted solutions into reality. Mark operates comfortably whether briefing CIOs and senior executives, or undertaking detailed analysis, drafting or planning.

Previously, Mark led the inter-networking team within Deloitte Consulting specializing in strategic sourcing of telecommunications and IT services. Mark was a Board Director of a mobile services installation company, where he led all major deal negotiations and implementation projects. Leaving as a Wing Commander, Mark had a successful career in the Royal Air Force (RAF) including acting as the RAF's telecommunications authority and key member of the execution team during a period of major outsourcing initiatives.

Mark has a Master of Science in Telecommunications and Information Systems, an MBA with Strategy Distinction, as well as a Bachelor of Science in Electrical and Electronic Engineering.

Education & Memberships

- Open University, MBA
- University of Essex, M.S.
- Manchester University, B.S.