



Julian David
General Director
Intellect

Julian David was appointed director general of Intellect the UK technology industry trade association in March 2012.

Julian has spent over 30 years in the technology industry after an initial spell as a retailer. For 28 years Julian worked at IBM holding various positions in sales and marketing working with IBM clients across retail, distribution and public sector organisations in UK, Europe and Worldwide. His last two roles at IBM were as vice president of Small and Medium Business in UK, Ireland, Netherlands and Africa and then for five years as vice president of Public Sector in UK, Ireland and South Africa.

In 2009 Julian left IBM and worked as a consultant with companies large and small in the technology industry. Latterly his work focussed on helping SMEs establish successful operations in the UK primarily focused on local government and health.

Outside of work Julian is a school governor at two schools in Putney and is chair of the External Advisory Panel of the Masters in Information Leadership course at City University London.

Julian will lead Intellect's 60 strong team who provide a range of services and support to more 850 member companies, including multi-nationals and more than 500 SMEs, to ensure that the high-tech industry is at the heart of modern society and the economy.

Julian is also a board member of Digital Europe the association for digital technology companies in Europe and represents Intellect at WITSA the World IT and Services Association.