Brent Lello

Asia Pacific Business Unit Executive Exceptional Web Experience and Social Business Software IBM Software Group



Brent is presently responsible for the Asia Pacific sales business for IBM's Exceptional Web Experience and Social Business Software. In this role, Brent works with IBM and Business Partner teams across AP to ensure that our customers understand the business value that this exciting and innovative portfolio of solutions can provide.

Previously, as a member of IBM's World Wide Collaboration Tiger Team, Brent was responsible for the delivery of IBM's Social Business Agenda program for strategic clients. The Social Business Agenda is an industry oriented, structured approach to realize measurable business value from improving the way people are able to interact across the IBM Collaboration and Portal portfolio.

Prior to joining the WW Collaboration Tiger Team, Brent spent over seven years as IBM's Portal and Collaboration Sales Specialist for the Federal Government in Australia, based in Canberra, Australia. In this role, Brent worked closely with Government agencies to drive more effective business outcomes using IBM software. Brent has also many years experience of delivering quality services engagements to clients across Australia with his time in IBM's professional services organisation.

Brent has a Bachelor of Applied Science degree from Tasmania University. Brent is married to wife Kym and has three children. Any spare time Brent can find is spent on his hobby vineyard, wine and culinary activities as well as fishing and golf.

