

David Stokes

**Former GM, Partner
Ecosystem**
IBM EMEA

Former COO
IBM Europe

Former CEO
IBM UK & Ireland



David Stokes is a senior international technology executive and board advisor with more than 25 years of leadership across Europe, the Middle East and Africa. A former Chief Executive of IBM UK & Ireland and COO for IBM Europe, Stokes led multiple IBM businesses through major technology shifts, bringing deep expertise in software go-to-market strategy—including SaaS, AI and automation—technology-led business transformation, organizational governance, and building diverse, high-performing teams. Stokes currently serves as a senior board advisor to Quant (a US-based technology company pioneering use of agentic AI) and Celerity (a UK-based technology services provider). His experience on both the operator and board sides of the table enables him to help senior leaders navigate complex leadership dynamics and constant technological change.

In his most recent executive role, Stokes served as General Manager for the Partner Ecosystem across EMEA, shaping strategy, growth, and performance for one of IBM's most significant commercial engines. He oversaw the design and implementation of the IBM Partner Plus program in EMEA, enabling technology partners to engage in more than 10,000 opportunities and contributing over \$1B in business across the region. He also championed ecosystem skilling initiatives that developed the AI-based businesses of both existing and new partners.

Previously, Stokes served as Chief Operating Officer for Europe, leading operational simplification and execution across a multi-billion-dollar region. As Chief Executive of IBM UK & Ireland, he steered the organization through accelerated digital

transformation, strengthened client engagement models, and advanced IBM's market position during a period of substantial technological change.

Stokes' earlier roles within IBM included international leadership assignments in Shanghai, Prague, London, Paris, Madrid, and Sydney. Stokes led IBM's General Business segments across Growth Markets, Central & Eastern Europe, the UK, Ireland, and South Africa—experience that deepened his capability in scaling operations, developing talent, and delivering sustained commercial performance across diverse regulatory, cultural, and economic contexts.

Stokes was educated at the University of Sydney and St. Augustine's College in Sydney. He currently serves as a member of the International Advisory Board for the University Business School and has supported students through the university's Dalyell Scholarship Program. He also serves on the board of St. George's College in Weybridge, UK. He remains an advocate for leadership development, neurodiversity in the workplace, and the importance of transforming education to harness the potential of AI for both economic growth and social development.

In addition to his involvement in academia, he is a Trustee of Initiatives of Change, a Christian faith-based charity, and previously chaired Project Kimbo, a parish-based charity supporting a Catholic community in rural Uganda. In his spare time, Stokes enjoys keeping fit, is a keen tennis player, and is also learning Spanish. He is a dual citizen of the UK and Australia, and resides in the UK with his family.