

Augustus Willman

Commercial strategy and programme leadership · Dublin, Ireland

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PROFILE

Ten years leading across premium retail and enterprise technology. I build partnership programmes and operating models where commercial value and human impact are measured on the same page, and I run them with the discipline of a business. From September 2026: full-time MBA at Trinity College Dublin. Open to advisory and project work during the MBA year, and available for full-time Director-level partnership, programme, and commercial strategy roles in Ireland and Europe from August 2027.

EXPERIENCE

Commercial Strategy and Programme Manager, Microsoft

Consumer Channel Sales · May 2022 to September 2026

- Created and led the Foundation Partner National Board, the operating model for Microsoft's partnership with the Best Buy Foundation inside a roughly \$3B partner relationship: a nine-lead volunteer board delivering \$1.08M in programmatic value, 30 workshops, and four flagship experiences across 26 Teen Tech Centers in FY26, reaching 659 young adults.
- Grew hands-on programme delivery from 11 to 31 centres and took the model international, delivering Create with Copilot with Best Buy Canada and World Wide Technology in English and Quebec French.
- Led My Cause My Cleats, an NFL activation aligning four organisations in six weeks: 16.3M broadcast viewers and \$450K in earned media value.
- Launched Type Cover for a Cause, a teen-designed Surface product sold at Best Buy: over \$300K in committed in-kind marketing value and an \$80 per unit incentive structure, closed inside a 6 to 8 week cycle.
- Delivered Microsoft's flagship Bring Your Family to Work Day for 8,800+ attendees on a \$157K budget, then wrote the global playbook that scaled it to 20+ locations reaching 13,000+ people.
- Built the partnership governance framework, including a centralised performance dashboard and standardised reporting, saving roughly five hours per person each month.

- Commercial record: moved a multi-region portfolio from 20th to 4th of 60 regions; separately drove a Mid-Atlantic district to 5th nationally, manager attested.

Store Manager, Coach

June 2018 to May 2022

- Directed a \$10M+ premium retail operation with full P&L accountability and a team of more than fifty, sustaining profitability through coaching and KPI discipline.

Associate Store Manager, J.Crew

November 2015 to June 2018

- Led a team of more than seventy in a high-volume store, growing sales 14% in the first nine months and 27% year over year.

EDUCATION

Full-time MBA, Trinity College Dublin, Trinity Business School, September 2026 to 2027 (in progress)

BA, Russian and Eurasian Studies, George Mason University, 2010 to 2014

Advanced Studies in Vocal Performance, Governor's School for the Arts, Norfolk, 2008 to 2010

RECOGNITION AND CREDENTIALS

Microsoft Global Hackathon Award winner, November 2023

Microsoft Advertising Certified Expert (Search, Display and Video, Retail Advertising), October 2025

Languages: English (native), Russian (A2)