

Gideon Twum

Associate Success Manager
Salesforce

INDUSTRY: TECHNOLOGY



What is the best part of your job?

I feel privileged to work at an amazing company, alongside amazing people. I've truly made life-long friends here and also love how much our customers light up when they see the variety of ways Salesforce can help their business succeed!

Biggest learning moment of your career?

My biggest learning moment is that I shouldn't be afraid to ask for what I want and need to progress. I previously thought that being persistent was rude and disrespectful due to my cultural upbringing. Fortunately, I eventually realised that being assertive and direct with my asks was a catalyst to my growth and development.

What does Black history month mean to you?

For me it is a time where we, as a community of black people, can celebrate our successes, despite everything that goes on around us. We are strong, innovative and have so many success stories. I love how we can celebrate our achievements and learn more about a variety of cultures, as it brings our community closer together. This is very important to me.

Why is being a positive role model important to you?

I truly feel fortunate to be in the position I'm in now. I also fundamentally believe that I won't be successful unless I pave the way for others to rise and become thought leaders and innovators in the future. This is why I love working with organisations and charities such as Urban Synergy, we are truly bridging the 'gap'.

What is your top tip to success?

Finding your purpose. This will allow you to channel your focus, energy and creativity on actions that will contribute to your success. Also, surround yourself with a trusted support network that can help elevate/sponsor you and support your development journey.

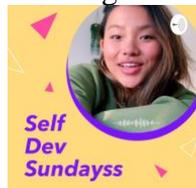
What is your greatest achievement?

In June, during the most recent Black Lives Matter movement. I delivered a speech in our internal Toastmasters event (Speakerforce) about the realities of being Black in Britain (Called 'Stand With Us'). My speech went viral within Salesforce and helped drive the conversation of equality further within our company. I'm glad that the speech was well received and how we've all turned a negative situation into something positive and productive for our community!

What advice would you give to your 16 year-old Self?

Be confident and assured in everything that you do, continue to seek ways of putting yourself out of your comfort zone. Be courageous and build meaningful relationships.

What are you listening to?



Amazing Podcast

Favourite food to boost your mood?

Fried Plantain and Beans Stew



Biggest change since lockdown?

I've written and recorded 5 songs in the last 6 months!

Ideal Mentor?
Gary Vaynerchuk



Role Model growing up?
Lebron James and now it's Tom Ilube.

