

Darren Nicholls

Partner & Market Lead



Based in Vancouver, British Columbia, Canada

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Areas of Focus & Expertise

- **Relationship Management**
- **Business Development**
- **Strategy**
- **Leadership**

I am an experienced sales and business development professional with over 25 years of industry experience. As Partner and Market Lead at Avantage, I oversee and manage a range of client accounts. I understand how to oversee diverse teams of all sizes, and I successfully run projects to hit timelines and achieve client goals.

Prior to joining Avantage, I was CEO of both Uniserve, a telecommunications company local to British Columbia, and the publicly-traded company Meridex Software.

I pride myself on my exceptional relationship-building skills and ability to connect with clients. Working one-on-one with clients, I help them take a step back from day-to-day operations, and collaborate with them to construct a larger vision for their company. Through my guidance, we effectively break down any issue or pain point into measurable, achievable pieces. My experience in this capacity has given me the ability to manage client expectations and stabilize accounts throughout times of uncertainty.

When I'm not working, I enjoy playing a variety of sports including golf, squash, running and biking, and even completed my first triathlon. I enjoy learning about business and personal development, and have a personal goal of reading 2 books per month.

Education & Professional Accreditations

- Bachelor of Arts in Psychology – Simon Fraser University

Featured Services

Technology Strategy
Service Integration and Automation
Business Management

Technology Solutions

Apptio
Data Sentinel
Tanium

Companies

Hydrafacial
1-800 Got Junk
Splunk

About avantage

For over 15 years, Avantage has been building a trusted brand, engagement by engagement. We are privileged to serve the organizations we work with, that include some of the most recognized brands in the world.

Our growth strategy is based on providing the specialized skills required to help our leading enterprise clients adopt the modern capabilities required to compete and innovate in a disruptive world. With a results based approach, we combine great people with advanced IP, tools and systems, that positions us a notch above in a highly competitive marketplace.

