



emagine

In conversation with: James Tucker, Agile Commercial Director, emagine Agile Practice

How emagine helped James go from
Account Manager to Commercial
Director within 5 years.



Introduction

The best way to get to know emagine is by listening to the people who have made it what it is today: our team. Read on for more from James Tucker, Commercial Director in our emagine Agile Practice.

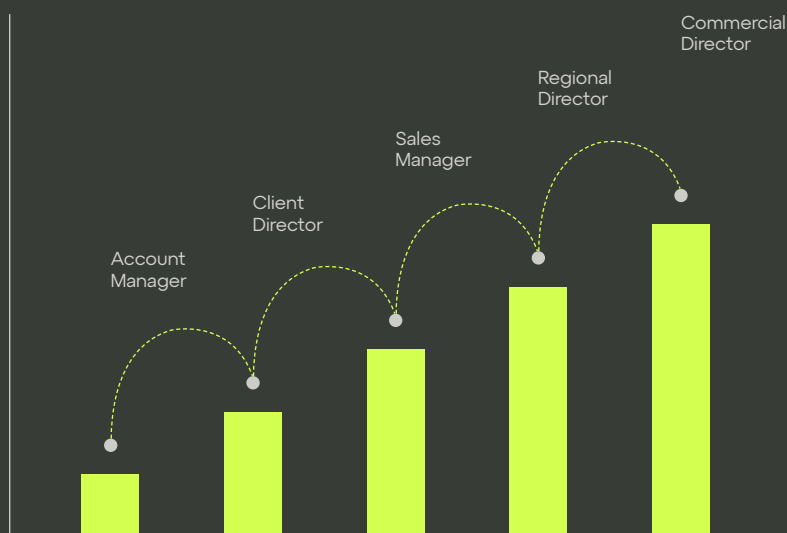
The attraction

“I wanted much more of an entrepreneurial, startup feel where I could actually come up with something, go out and deliver.”

James’s previous role left him feeling frustrated and locked in. Budgets ruled the conversation and there was little room for creative problem-solving.

That’s one of the main things that attracted him to emagine: our entrepreneurial, can-do spirit.

Shape and unlock your opportunity



James joined the emagine team five and a half years ago as an Account Manager. He performed well and enjoyed the challenge, soon being promoted to Client Director. As Regional Director, James played an important role in building our client base.

Today, he is the Commercial Director for the emagine Agile Practice and along with our Agile Practice Lead and SME team, he is responsible for the global roll-out of this offering across the regions we cover. The key to this success? We created this role to suit James' career aspirations.

“Why am I here? Because I get everything I need. I’ve got pretty much all the bits I need to be successful.”

When James approached us last year and asked for a new challenge, we were only too happy to oblige. We worked with him to change his career path to something that excited him. That’s what we mean by flexibility in our business.

How we operate

“Yes, we have KPIs, but they’re not a stick to hit someone with. They’re a ratio measurement. They give you structure to think about what’s going well and how we can improve areas.”

Our team runs on collaboration and transparency.

That translates to frank conversations, unwavering support, and the integrity to own up if things go wrong. Regular check-ins, 360-degree evaluations and valuable feedback make it possible for each of our team members to reach their goals.

For James, it’s a particularly exciting part of the emagine experience: ‘If I’ve needed help, I’ve had people at all levels within the organisation who I could turn to at any time for backup.’

What’s more, that support is entirely tailored to the individual and their career goals. We know that not everyone wants to end up in the same role, and we understand that your challenges may not be what’s being experienced by the rest of the team.





This high level of understanding and cooperation enables us to achieve more together.

“We just get together as a team, we chuck ideas around, we understand what we need to do, and we come up with a practical solution!”



What we do for our clients

We work with clients who match our values and ideals.

They're key players across the tech and business sectors, looking for the right solutions to the world's problems. Our focus is on delivering services that create a large impact in a cost-effective, time-efficient way.



It's an inspiring space for our team, as we're constantly exploring innovative solutions.



“We’re a true consulting company. We’re out there trying to solve problems – and actually understand what the current problems are – rather than being just an order taker.”

For James, this means literally developing solutions that weren’t previously there.

When one of our clients, Royal Bank of Canada, needed a partner who could manage a multi-vendor operation in India, James proposed we open an offshore facility to get the job done. The result was a satisfied client, a smooth collaborative process, and a successful division in India!

“We’re quick to say if we can do something, and we’re also quick to say if we can’t.”

Our transparency and honesty extend to our work with our clients. We don’t pretend to have the answers if we don’t. In fact, we’d rather decline a project than take it on and do it badly. This has helped us to build a truly trust-driven relationship with the clients we work with and makes for a mutually respectful and enjoyable working environment for our team.

“If we can’t be honest with ourselves and think about how we’ll do something properly, we’re setting ourselves up to fail.”

What to expect

*“It’s super entrepreneurial and client-centric.
And we get some good stuff done.
That’s ultimately why I joined emagine.
And that’s why I’m still here.”*

We're **really good** at not letting things become a problem

If there's an issue, we collaborate to find a solution. This isn't a team that shifts the blame. We work together to shoulder it.

Because we understand that you want to explore your own ideas and make your mark on your career, we give you the freedom to innovate. If you need support, we're right there with you.

"emagine is very good at recognising that people might need guardrails to help them focus on where they're trying to go. Sometimes you can't solve it by yourself, and you need your team around you. As a company, we're very collaborative."

Your career with emagine means having the space to experiment and play around with new ideas – with the backing you deserve if things don't go according to plan.



Your career with emagine

- We offer you personalised, fully-tailored mentoring and training, ensuring you're equipped to reach your professional goals.
- Our team gets you set up and running quickly.
- We welcome your ideas and suggestions: no dream is too big if you can back it up.
- We provide transparent, consistent messaging and check-ins ensure everyone is on the same page.
- You get to work with industry-leading clients on interesting projects.

"As a salesperson, you always want to be able to find a way to solve something. When I joined, I was told we were entrepreneurial. I've seen that we are. And we continue to be even more so."



Do we sound like your kind of place?

Get in touch today.

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