



John Willmott
Founder and CEO
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John is the founder of NelsonHall and has been CEO since its inception in 1998. John has developed the company to its present position as the leading BPO analyst firm globally.

John assists organizations in understanding the true shape of the BPO market and the success factors involved in BPO from both buy-side and supply-side perspectives.

He has been actively involved in BPO research for 20 years and presents NelsonHall's quarterly 'BPO Index' webcast, monitoring developments in the BPO marketplace worldwide.

John previously held senior positions with suppliers and research agencies in both Europe and the U.S. and holds a MA from Cambridge University and an MBA from Manchester Business School.