

Glenn Wastyn

Head of B2B Enterprise EMEALA,
Magnific

Glenn Wastyn leads all B2B enterprise sales activity across EMEALA at Magnific. His focus is on building a team and a system that can win not through one-off results, but through strong processes, a clear vision, and a culture where the work is as rewarding as the outcome.

He brings more than 30 years of global executive experience to the role, with the last 15 spent repeatedly building B2B market expansions. For hardware, service, and software companies, primarily US businesses entering EMEA. That track record of scaling go-to-market strategies and the operational infrastructure to sustain them is exactly what Magnific's enterprise growth demands now.

His conviction: as AI takes over the repetitive and the logical, we get to focus on what differentiates us as humans**:* creative judgment, emotional intelligence, the ability to ask better questions — these become the skills that matter most. The bar for what it means to be good at your work shifts.

Outside work, Glenn is an Ironman athlete, a certified Ironman coach, and the author of *The Executive Triathlete*, a book about what leaders can learn from endurance training. He competed at the Ironman World Championship in Kona in 2022, earning All World Athlete Gold status. The same principles apply: build for the long race, never just the finish line.

"Sustainable success is never based on lucky shots. In sport or in business, what gets you to the finish line is consistency. The system you design, the team around you, and the discipline to keep going when the race gets hard."

— Glenn Wastyn, Head of B2B Enterprise EMEALA, Magnific