

Cloudwick Appoints John Newson as Vice President, Alliances and Channels, EMEA

An AWS veteran, John spent a decade building and leading its UK Public Sector partner business before joining Cloudwick.

LONDON, UNITED KINGDOM, August 11, 2026 /EINPresswire.com/ -- [Cloudwick](#), an AWS award-winning data and AI company, announced the appointment of [John Newson](#) as Vice President, Alliances and Channels, EMEA.

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John Newson

John brings more than 20 years experience in technology roles serving the UK government, including a decade at AWS, where he built and led the UK Public Sector partner business.

A Career Built Inside Public Sector Technology: Before AWS, John spent over a decade selling IT infrastructure, information security and data management solutions to UK central and regional government and healthcare

entities across roles at Symantec, Veritas, and Dell. At AWS, he most recently served as Head of Public Sector Partners, UK&I, where he designed the partner strategy that built a community of software and consulting partners delivering successful outcomes for UK government agencies.

"Having worked with Cloudwick for the past 10 years as an AWS partner, I've always been impressed by the team's expertise and the impact they've delivered for public sector organisations," said John. "I'm excited to join Cloudwick to expand our alliances and channel partners across EMEA, helping customers transform data into business value by innovating faster, operating smarter, and achieving lasting impact."

Growing Cloudwick's EMEA Partner Ecosystem: As VP of Alliances and Channels, John will lead Cloudwick's regional partner strategy from its London office, working alongside [Harshdeep Singh](#), GM, EMEA at Cloudwick, and the UK team.

"Having collaborated closely with John over the last 10 years while he built and led the UK Public Sector partner business at AWS, I have seen firsthand his exceptional ability to cultivate thriving partner ecosystems," said Harshdeep. "His deep understanding of public sector technology and

his proven track record make him the perfect addition to our leadership team."

About Cloudwick: Founded in 2010, Cloudwick builds governed data foundations and AI solutions that help public sector agencies and enterprises modernise operations and deliver better outcomes. Its flagship platform, Amorphic, deploys inside an agency's own cloud environment, connecting existing systems without replacing them. Cloudwick is an AWS Advanced Tier Technology and Services Partner and a Carahsoft government procurement partner, serving public sector agencies across EMEA and the US.

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John Newson, the newly appointed VP of Alliances and Channels, EMEA at Cloudwick

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