

BaxterStorey kicks off 2022 with new Executive Board appointments

4 years ago



BaxterStorey is delighted to announce two new appointments to its Executive Board. Head of IT, Rob Brown joins to coordinate technology across the business and Greg Bramwell has been appointed into a brand new role as Director of Food.

COVID-19 has accelerated BaxterStorey's technology programme and following two years as Head of IT, Rob will work to streamline technology across the business, as well as leading exciting innovations including improvements to the BaxterStorey app and AI technology to improve the customer journey.

Rob said: "It's an exciting year for technology. We will be advancing how we use technology right across the business, training our teams and working with other WSH brands including [Portico](#) and [Benugo](#) to provide clients an efficient, multi-brand offer".

Following 15 years with us, Greg Bramwell has been appointed Director of Food; a role that has been created to ensure food remains central to the heart of our business.

Greg comments: "Without a doubt, 2022 is the year of the chef. Our teams are obsessive about food; a culture we fully advocate, particularly as we help our clients get back into the office. Hospitality has a huge role to play in supporting businesses get back to the workplace and we want to be creating experiences to help welcome people back.

"The Monday to Friday, 9-5 is no more and we will be creating environments for colleagues to connect and communicate throughout the day, from nutritious smoothies and juices in the morning, post workout protein shakes, to the best in street food, chef takeovers and supper clubs."

Ronan Harte, our CEO comments: "We have made two exciting new appointments to the BaxterStorey Executive Board, reflecting our strategy as we look forward to bouncing back after two challenging years. Advancing technology is a huge focus in 2022, and the appointment of Rob to the Executive Board will ensure we are pushing forward with the latest technology across our business.

“Delighting our customer with memorable food experiences has always been at the heart of BaxterStorey, and Greg will join the Executive Board in a new role, leading on food and beverage development.”

Image credit: BaxterStorey