

Egg appoints David Alexander as Chief Executive Officer

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David Alexander appointed CEO of Egg to lead its next phase of growth in both B2B and B2C EV charging and home energy solutions.

Launched by Liberty Global Ventures, the investment arm of Liberty Global, Egg offers customers in both B2B and B2C a range of clean technology solutions – including electric vehicle charging on a subscription basis for the first time in the UK. For a monthly £30 fee, Egg customers can enjoy ongoing maintenance and technical support for their at-home electric vehicle charging facilities, with no up-front payments.

David Alexander has held a number of leadership roles across the home energy, automotive, travel and B2C service sectors. Previous senior roles include Managing Director of British Gas Home Repairs and Operations, Chief Executive Officer of Quick Lane Europe, Ford's maintenance and repair business in Europe and Director of Europcar UK. As Egg embarks on its next stage of growth, he brings extensive experience of scaling up service businesses in regulated environments across a number of sectors.

Alexander replaces Egg co-founder Thomas Newby as CEO, who is moving on to new opportunities after overseeing the successful launch of the Egg brand earlier this year. One of the two original founders of The Phoenix Works, rebranded as Egg in February this year, Thomas Newby has been working with the management team over the past 18 months to manage the transition to new ownership and prepare the company for its future growth in the clean energy sector. During this time, Egg has rebranded and bolstered its management team with several key hires, including the recruitment of Steve Springett (B2C Director) and Gareth Greppellini (B2B Director).

As electric vehicles continue to grow rapidly in popularity, Egg's subscription charging service ensures that

its customers have a reliable, sustainable and cost-effective home-charging solution. As well as providing electric vehicle charging, Egg also offers solar panels and battery storage facilities, enabling customers to generate and store energy renewable energy, whether that's to charge their electric car or to power other appliances. Egg will also offer these products and services on a subscription based model.

David Alexander, Chief Executive Officer, Egg, comments: 'With its unique subscription-based proposition, Egg provides electric vehicle users that essential peace of mind that reliable and cost-effective home charging delivers. Thomas has done a tremendous job preparing us for this moment and with a strong well-established brand and first-class group of colleagues, we're exceptionally well placed for the next exciting phase of growth; I can't wait to get started.'

Image credit: Egg