

Key new player joins Cloudfm to support supply chain partners

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Cloudfm has appointed Johnnie Robeson as partner director to help shape the future of its supply chain.

Johnnie brings a wealth of experience and has worked in senior positions for Berkeley Homes, Wates Construction and Balfour Beatty. In his new role, he will report to John Cotton, group operations director.

He will be responsible for creating a sustainable and resilient supply chain partner network with scalable capacity, capability and agility to support the delivery of service excellence to Cloudfm's customers.

Commenting on the appointment, Jeff Dewing, CEO of Cloudfm, said: "At Cloudfm, we are always looking to reshape and lead the industry. It is important that our supply chain is positioned for growth and has the flexibility and capacity to serve as a platform for the future. Johnnie brings a lot of energy and experience to his new role, and I'm sure he will make a big impact on the way we operate."

Johnnie has extensive supply chain and procurement management experience within the construction industry. He has worked in sectors ranging from commercial office space to leisure, hospitality, education and retail, amongst many others.

Cloudfm operates a national network of skilled tradespeople covering everything from HVAC to roofing, electricians, builders and plumbers. The Marketplace of trusted local partners helps customers reduce environmental impact and increase efficiency through shorter journey times.

Cloudfm is rolling out a new AI-powered monitoring platform. The technology, called [Mindsett](#), monitors energy waste and suggests ways to reduce consumption to reduce costs and environmental impacts.

The company pioneered the use of technology in facilities management with its [Freedom platform](#), which created real-time visibility of every element of the maintenance process. The data-led approach increased efficiency and was deployed for high street brands ranging from Azzurri Group to Tui.

When combined, Freedom and Mindsett give Cloudfm's clients complete visibility across their estates and enable supply chain partners to share in that visibility. The approach means tradespeople arrive at jobs better prepared for a first-time fix, with full stock and appropriate skills. Apps are used to record progress, compliance and reduce the burden of paperwork.