

## Acuity's senior leadership team strengthened by Philip Dearden as Front of House Development Director

3 years ago



Specialist Front of House service provider [Acuity](#) is delighted to announce the appointment of Philip Dearden as its Front of House Development Director. Dearden, a highly accomplished leader, has a wealth of industry experience and a proven track record of building successful Front of House businesses.

This is the most senior appointment at Acuity since [Bidvest Noonan](#) acquired the business in 2021. Dearden's appointment signals the company's commitment to investing in Acuity's growth and development.

Acuity specialises in providing services such as reception management, meeting room management, event management and more to a growing portfolio of prestigious customers. As Front of House Development Director, Dearden will be a key member of Acuity's senior leadership team and will be responsible for the business' strategic development. Dearden will help Acuity to accelerate its innovation, enhance its services and establish a market-leading position.

Managing Director Liz Cummins commented on the appointment, *"I'm delighted Philip has joined our senior leadership team. Philip has the vision, drive and expertise we need to accelerate Acuity's growth. I know that Philip will be highly successful in his new role. I'm excited about the impact he will have on our business, our people and our customers"*.

Commenting on his appointment, Philip said, *"Acuity is an excellent business with a strong reputation, an impressive portfolio of customers and an outstanding support team. I joined Acuity because I recognised*



*that it is a forward-looking business with an unwavering commitment to delivering the highest standards of service. I'm looking forward to working with Liz and the team to deliver remarkable service to our customers and to grow our business".*