

## Pareto Facilities Management unveils a new senior team and brand identity for next phase of growth

4 years ago



The past 12 months have been a great success for Pareto FM, who achieved a management buyout in March 2021 and significant organic growth at the end of their seventh year of trading.

Now on course for 75% organic growth in FY8 to September 2022, Pareto will see their annual turnover surpass the £30m mark for the first time.

This growth and investment have allowed them to add five new roles to their Senior Team and today they also launch a new brand identity for the company. The new brand re-positions Pareto's stance in the facilities management sector as market leader in social value and relationship-based facilities management delivery. This new identity builds on eight years of consistent organic growth and identifies Pareto as one of the core facilities service providers within the market. Pareto continue to change the face of facilities management.

Andrew Hulbert MD said "As we mature as a company, we need to nurture the talent in our organisation and update our brand to reflect the business we are becoming. When I founded Pareto FM, I wanted to bring a new spirit, innovation, bigger ideas, better working practices, and a greater focus on the things that mattered to facilities management. We continue to be ambitious in FY8 and will continue to change the face of the workspace and facilities management sector."

Joining the senior team of Pareto FM are:

Andy Holmes, CFO, a qualified Chartered Accountant with over 25+ years' experience at Grant Thornton,

Bond Aviation and McGurk Group. As Pareto grows, their financial strategy will continue to be of the utmost importance and Andy takes accountability for this, as well as joining the Board.

Emma Wilson, Social Impact Director, is focussed on developing Pareto's sustainability initiatives, and growing their community-based projects including Tomorrow Meets Today the Homelessness Initiative and LGBT+ in FM. Emma has a wealth of experience in the Social Impact sector including a Board position with Project 507 which conducts action-research into violence within the Criminal Justice System.

Ian Wiggans, Business Development Director, has a track record of delivery within complex and critical Integrated Services and TFM as well as exceeding growth and EBITDA targets across national portfolios within a FTSE 100 Service Provider. Ian is responsible for the continued growth of Pareto FM's client base.

Alishya Artwell, HR Director has over 10 years of successful HR and since joining Pareto has made an immediate impact on the business, implementing many new processes, and ensuring successful day-to-day delivery, which will play an important role in Pareto's continued growth.

Rachel McEntee, Head of Marketing, has 20 years' experience in brand and concept development and joined Pareto on completion of her MSc in Marketing. She has been instrumental in developing and implementing a marketing strategy to guide the brand through the next phase of growth.

Speaking of the new brand Rachel says: "Whilst Pareto has maintained its growth momentum, we have also kept the strong social ethos and team culture established at from the beginning. There are exciting times ahead for us, and it is the perfect time for us to strengthen our brand. Not only does our new brand give us a new visual identity, but we have also taken this opportunity to reevaluate the principals that are the foundation of Pareto FM. These values underpin the continued commitment we have to our clients and the highest level of service you can expect to continue to receive from us and our teams."