

Atalian Servest announces three new appointments in marketing and communications team

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Global FM service provider, [Atalian Servest](#) has announced the appointment of three new members to its marketing and communications team to support the company's long-term strategy and growth plans to support its branded businesses to meet the fast-evolving expectations of its customers in the UK and Ireland.

Graham Parsons has been appointed Group Marketing Director UK & Ireland and will be responsible for guiding all marketing and communications functions. He is joined by new Head of Communications Ian Green and Head of Brand Brian Bloomer.

Graham Parsons is an experienced and qualified marketing professional with more than 20 years' experience of developing and implementing marketing and communication strategies across diverse markets and countries. He joins Atalian Servest from Mitie where he was Head of Marketing & Technical Services and previously worked at OCS as Head of Marketing.

Commenting on his new role Graham Parsons said: "I am delighted to be joining Atalian Servest at this exciting time in its development with its ambitious growth agenda for our brands, where innovation, marketing excellence, sustainability and collaboration play a crucial role. I am looking forward to working with my new team, to make this happen."

Head of Communications, Ian Green is a former journalist with more than 25 years' experience as a media and public relations professional having previously held senior communications and corporate affairs roles

at Interserve plc, £47 billion asset manager Border to Coast and the Scottish Government.

Head of Brand, Brian Bloomer has extensive experience in the development and execution of brand and marketing strategies across a variety of sectors in multiple countries. He was previously Group Head of Strategic Marketing at Mitie, and prior to this held senior positions, both in agencies and for global brands including Vodafone and BlackBerry.

Atalian Servest CEO UK & Ireland, Daniel Dickson said: “The marketing and communications leadership team have accumulated vast commercial and marketing experience and I look forward to working with them as we further develop the Atalian Servest proposition while continuing to support our customers.”