

## Biovate Hygienics secures hat-trick of new recruits to play pivotal role in next stage of growth

4 years ago



Pioneering Biovate Hygienics, which launched this year with a pledge to become the country's 'go to' brand for sustainable and carbon neutral cleaning products, has announced a trio of new hires to help propel it into its next stage of growth.

Kierran Bates, aged 21, recently joined the company with the objective of him evolving into a sales role after learning the ropes in an office-based support position. Kierran impressed his new employers with the many and diverse roles and skill sets he had developed in hospitality work, tiling, administration, e-commerce and even renovating a camper van to allow him to explore the length and breadth of the UK.

Jenny Barrett [Jenny Barrett | LinkedIn](#) has decades of sales and industry experience, and has been passionate about biotechnology-based cleaning products for many years, working closely with the Biovate team in previous roles with distributors. Jenny has joined the team to focus on business development with Bidfood, which is Biovate's national food service partner and also one of the UK's largest food wholesalers. Having worked with large national distributors, Jenny is well placed to share her passion about biotechnology with Bidfood and their customers.

Nadia Winstone, [Nadia Winstone | LinkedIn](#) has an honours degree in human nutrition which included food safety and management of large scale commercial kitchens and can call upon a diverse professional background which includes acquiring an excellent technical understanding of the make-up of biological products. Her other career highlights comprise stints in the NHS as a dietitian and managing her own businesses, making her the ideal recruit for a start-up environment. Nadia is married to co-founder Nick

and has been a great support behind the scenes getting Biovate up and running.

Nadia's focus as Strategic Account Manager is to support the largest London restaurant and hotel group clients of cleaning, hygiene and catering products supplier Sybron, a key distribution partner which has supported Biovate since its inception.

Welcoming the trio of new hires, Nick Winstone enthused: "Biovate Hygienics continues to grow, with sales in the first six months of over 150,000 cases. To attract and retain talent we take a fairly unconventional recruitment approach, by looking externally and internally at the industry to secure the right people to support this growth.

"What has allowed us to grow from start up to over 24,000 cases a month in six months, is the calibre of people in our team, who are incredibly agile and multi-talented.

"To ensure we continue to support this growth, we look at the people, their skill sets and how they will fit into the team's culture, first and foremost. With Jenny's depth of industry knowledge, as well as Kierran and Nadia's diverse backgrounds and skillsets, we're really excited about these fantastic additions to the team".

Based in Towcester, Northants, BioVate's mission is to change the way Britain cleans by:

- Ensuring the core products use natural biological and plant-based liquids
- Utilising ground breaking packaging that is reusable and renewable
- Working towards completely carbon neutral products
- Being proudly 100 percent made in the UK
- Using technology to provide a cutting-edge user experience
- Innovating at all times to drive both its products and the broader industry forward in a journey towards total sustainable cleaning.