

## Cloudfm aims to lead the industry with new ESG appointment

3 years ago



Cloudfm is aiming to lead the facilities management industry in carbon reduction and wider ESG (environment, social and governance) strategies with the appointment of Katrina Christopoulos as head of ESG.

Katrina will drive environmental and social policies within Cloudfm, working with customers and suppliers to accelerate change. Her previous roles include leading sustainability at Bloomberg in their London Headquarters, dubbed one of the most sustainable offices in the world, and having global responsibility as ISS's head of energy and sustainability. She is also an associate of the IEMA (Institute of Environmental Management & Assessment) and a chartered energy engineer.

Katrina Christopoulos said: "Cloudfm is recognised as a leader in carbon reduction in the facilities management and wider built environment sectors. Having spent time at Cloudfm, I can see that this company wants to cut through the greenwash and go beyond their own business, to really make tangible progress across ESG. It has a truly innovative approach and technology that will change how companies advance their energy management and carbon reduction strategies. It's great to join the business, and I look forward to working with a team of passionate people."

Cloudfm has developed patent-pending technology that uses IoT, Machine Learning and Artificial Intelligence to monitor buildings and all mechanical assets within those buildings. The Mindsett Smart Box (Prism) takes energy monitoring and insight to a new level, including multi-dimensional harmonics to report energy consumption and predict failure long before it happens.

Extensive trials in the hospitality industry and NHS have shown that when combined with behavioural

science, technology reduces energy consumption by at least 20%. A substantial monetary saving and a significant CO2 reduction.

Commenting on the appointment, Jeff Dewing, CEO of Cloudfm, said: “Katrina brings a wealth of experience and expertise to Cloudfm and will help to accelerate our strategic goals in championing ESG internally and for our customers. She has led internationally respected carbon reduction programmes and has the vision we need to lead the industry.”