

Boost to global development via business development appointment

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[Cloudfm](#) has bolstered its international team with the appointment of Morten Lindegaard. He will develop the company's business development and customer onboarding.

Mr Lindegaard joins Cloudfm as a business development associate. He brings 25 years of experience as a lawyer and business development specialist working for large companies such as IBM and ISS, where he was responsible for developing and operating partnerships around the world.

Commenting on his appointment, Morten Lindegaard, said: "Cloudfm is an impressive company with a clear vision to use innovative methods and new technologies to reduce carbon emissions in the built environment. The team here is passionate about thinking differently and challenging the usual approach to facilities management. The effectiveness of this approach is evident in its growing customer base, which includes some of the world's biggest brands."

Mr Lindegaard will support Cloudfm's global expansion across a wide range of sectors and the roll-out of the company's IoT technology.

Terry Mills, COO at Cloudfm, said: "It's great to have Morten join the team. He will add a huge amount of experience to our global expansion plans and support our teams across Europe and globally. Cloudfm is at an exciting stage of its development with a new approach to facilities management and carbon reduction that sets it apart in the industry."

The company pioneered the use of technology in facilities management with its Freedom platform, which created real-time visibility of every element of the maintenance process. The data-led approach increased efficiency and changed behaviours and has been enjoyed by some of the World's best-known brands, such

as Fridays and Krispy Kreme.

Graeme Smith, group business development director at Cloudfm, said: “We have ambitious plans for our growth, and Morten brings a passion for the sector that will be invaluable to the team. Cloudfm has added major brands to its client roster in recent months and is looking forward to building on that momentum in 2023.”

Mr Lindegaard holds a number of board positions, including the AVT Business School and the Foundation Danish Veteran Homes.