

Appointment and promotion strengthen UK&I team

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Soft services FM provider SBFM has strengthened its UK and Ireland marketing team, appointing highly experienced marketing manager Harpreet Kaur Grewal and promoting Jared Priestley to PR and content manager.

Ms Grewal will lead on the strategic development of the company's UK&I marketing strategy, campaign delivery and brand development.

She will oversee the development, implementation, and execution of strategic marketing campaigns for the entire organisation, building affinity with new audiences, establishing compelling competitive advantages and positioning the business for its next phase of growth.

A highly skilled and adaptable marketeer, she brings a wealth of experience and expertise in B2B and B2C marketing strategy, brand development, digital marketing, social media, events and analytics to the role.

Ms Grewal previously held positions at The Spirit of Harrogate, HSBC, Provident Financial Group and Strativ, whilst also freelancing, gaining multi-sector experience across financial services, recruitment, e-commerce, and fast-moving consumer goods (FMCG).

PR and content manager Jared Priestley will use his extensive media experience to plan and implement the company's public relations strategy, including campaigns covering omni-channel PR, social media, content and paid media.

Working in partnership with the senior management team and Ms Grewal, he will help build a narrative and point of difference to enable SBFM to stand out and cut through the company's respective markets.

Chief marketing and development officer Katie Westerman said: “Harpreet is a knowledgeable, enthusiastic and impactful marketer and leader, with a depth of multi-sector experience. She is exactly the right person to lead our marketing strategy as we seek to disrupt the FM industry, challenge the status quo and reimagine what can be delivered and achieved within the industry.

“We are confident that the unique insights and experience that both Harpreet and Jared bring to the business will not only enhance our proposition, but also shape and increase the reach of the SBFM brand, at what is a pivotal time for the business.”