

## Cleaning company confirms appointment of CEO

2 years ago



[Principle Cleaning Services](#) has appointed Tom Lloyd as its new chief executive officer (CEO).

He will assume the role from April 2023 and has over 20 years' experience in the industry. Mr Lloyd previously worked for the company in 2015 and held positions as operations director and deputy CEO at the London-based contract cleaning specialist. He succeeds Peter Smith, who is stepping back but will still be active in the business.

Mr Lloyd will lead Principle in delivering its medium-term strategy as it continues to grow organically. The company will maintain its focus on people, innovation, technology and sustainability along with further investment in its on-site and head office teams. It is also expanding its vertical and specialist cleaning division.

Commenting on his appointment, he said: "I am honoured to be appointed as Principle's CEO. Principle has evolved to become a major brand in the cleaning market and this is an exciting new phase for the company, but with the same family style values it was founded on. I have a first class team behind me helping to deliver our strategic growth plans, which include new innovations, enriching client partnerships and driving sustainability – not just for us as a company but leading the industry.

"Peter is still very much a part of this business, he has a vast amount of experience and has built some excellent relationships over the past 12 years, driving the growth that has led Principle to become a market leader today."

Mr Smith said: "I am very confident that Principle is in good hands and will continue to thrive under Tom's management. He is a strong leader with a proven track record of delivering for our clients and the vision

and ambition to take Principle to the next level.”