

## Principle Cleaning appoints new CEO

2 years ago



Following the news of his promotion to the position of chief executive officer (CEO) with Principle Cleaning, Tom Lloyd spoke to FM Director about his journey and ambitions for the future.

Having worked for the company for seven years, his long experience in the industry can be seen to have supported his rise to lead the company. His previous roles include those of operations director and deputy CEO to former incumbent Peter Smith.

Mr Lloyd expressed his appreciation for the fact that Peter will remain with the business and continue to provide the benefits of his 14 years of service with the business, working more in an ambassadorial role on a part time basis.

"I'm delighted to have accepted the role of CEO and I'm looking forward to all the exciting challenges ahead," he said. "There's a fantastic team at Principle Cleaning and the culture established by founder Douglas Cooke, who is still active in the company, is second to none."

Having established focuses on people, innovation, technology and sustainability, the company plans to continue its investment in those areas. Its medium-strategy is to stay very much London centric and includes the further expansion of its vertical and specialist cleaning division.

Mr Lloyd has 20 years' experience in the industry and stated that this has including working for large companies and smaller, family-owned businesses.

"It feels that the CEO role for Principle Cleaning has come at the right time for me and I intended to take all the best aspects from the companies I've worked for in the past and apply them in the best way for our business," he continued.

“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,” said Mr Lloyd.