

Nutritics hires Jonathan Lloyd as new Marketing Director

2 years ago



Food software (SaaS) company Nutritics has announced the appointment of experienced sector marketing leader, Jonathan Lloyd, as its new Marketing Director.

With proven success in the retail, hospitality, brewing and charity sectors, Jonathan's most recent role has been as Marketing Lead for Hospitality Rising, where he has successfully helped the sector-wide recruitment campaign attract new commercial partners and a new audience of talent to fill high levels of job vacancies.

Jonathan previously spent over ten years as Head of Marketing at JW Lees Brewery, where he oversaw digital, retail and brand marketing across several divisions, including the Brewery, Managed Pubs, Pub Partnerships and Inns & Hotels. Prior to joining JW Lees, he spent five years at Morrisons in various roles including as Trade Marketing Manager.

Jonathan will lead Nutritics' marketing strategy, supporting the company's commercial goals by delivering activities, campaigns and collaborations mapped to the business development strategy, while also building customer engagement to increase brand awareness and drive sales.

Commenting on Jonathan's appointment, Stephen Nolan, CEO of Nutritics, said: "Jonathan is a commercially-minded and well-connected marketer, and he joins at a very exciting time for Nutritics, and a suite of products which adds huge value to UK hospitality operators. We're delighted to have him on board and know he'll make a real impact on our business."

Jonathan Lloyd added, "Having worked operator side for most of my career, I know how valuable it is to find suppliers who can provide genuine solutions to our challenges, and that's exactly what Nutritics

does. Sustainability is key not only in environmental but also economic terms and striving for this will continue to dominate forward-thinking operators' agendas. Nutritics has a fantastic opportunity to be a trusted partner to our sector, and I'm delighted to help grow this exciting business."

Nutritics recently opened its new office and client showcase venue in London's Liverpool Street. The move coincided with the launch of the company's brand new sustainability consultancy arm, Knowledge Labs from Nutritics, and the promotion of Elbha Purcell to its Director.

Nutritics' UK clients include Fuller's, LEON, Loungers Merlin Entertainment, Starbucks, Stonegate, SSP, Wagamama, and WSH Aramark, Brakes, Compass Group, , Manchester City FC, .. In addition to Knowledge Labs, which provides Hospitality and Food Service (HaFS) operators with expert advice and support to reduce their environmental impact, Nutritics operates the Foodprint and Ten Kites technology businesses and helps HaFS operators in over 100 countries run safer, more sustainable and more profitable operations.