

## Sales and marketing director recruited for hire company

2 years ago



WowNow Hire, part of Nationwide Hire, has announced that Tracey Gorman joined the business on 5 June as sales and marketing director.

She has 25-years of experience in the hire industry having previously worked for Sunbelt as business development director and latterly at HSS, where she headed up key accounts and helped transform the business from a traditional tool hire company to a comprehensive outsourcing solution provider. Recently, she has been at Reactec, a specialist equipment business.

Chief executive officer Anthony Pearlgood said: "We are delighted to have Tracey on board. Our plan is to revolutionise the hire industry and Tracey has an abundance of knowledge and experience, and her enthusiasm will play a key role in helping us to achieve this. We are a customer-centric organisation that offers excellent levels of service, whilst innovating and providing solutions that others can't. Tracey has an invaluable part to play in our journey."

Ms Gorman said: "It was really important that WowNow Hire had the same focus on customer excellence as I have always had. The business has got a great foundation and I am confident that we can show significant growth in the future."

She is the latest appointment at the company with a focus on strengthening the leadership team.