

## BSIA appoint Paddy Kyle as Chief Commercial Officer

2 years ago



The BSIA has appointed Paddy Kyle as its Chief Commercial Officer.

Paddy joins the Association bringing 25 years of commercial experience in the fire and security industry, specialising in leading sales teams. Paddy has a strong track record in aligning marketing strategy with sales objectives for companies such as Texecom.

His prime responsibility will be to drive membership retention and accelerate membership growth, working closely with the Marcomms and Membership teams.

Mike Reddington, Chief Executive, BSIA, said: "I am delighted that Paddy will be joining the BSIA as our new Chief Commercial Officer. His many years of experience in the industry working with leading companies in the field will provide great assistance to the Association as we build on our recent successes and drive for accelerated growth in the coming years."

Paddy is based in Yorkshire and takes up his post at the beginning of August.