

Chief strategy officer appointed to company board

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Soft services provider SBFM has announced the appointment of chief strategy officer Dale Line to its board of directors.

With a distinguished track record in planning and executing large-scale operational, cultural, people, and technology transformations across diverse industries, he brings a wealth of experience and expertise to this new role, the company stated.

Prior to joining SBFM, Mr Line held positions, including lead consultant at Newton Europe, growth strategy lead at The Modern Milkman, and most recently, lead consultant at Isaac Operations.

His contributions in these roles have earned him a reputation as a strategic thought leader and a driver of growth and innovation.

Mr Line will now help his employer to streamline operations and lead the company in its ambitious growth journey. He will focus on accelerating the transformation of business operations and the strategic execution of the company's expansion into new and existing markets nationally.

Reporting to CEO, Matt Chapman and the board of directors, he will lead the company's visionary people and technology strategies, driving growth, enhancing competitiveness, and adapting to shifting market dynamics.

Mr Chapman said: "We are delighted to have Dale join our business and become a valuable member of our Board of Directors. His extensive background in business transformation and scaling is sure to play a pivotal role in leading our expansion and progress within the ever-evolving FM landscape.

“As a business we are not content with standing still; instead, we actively seek out opportunities to make a meaningful impact and we want to surround ourselves with the very best people, who think differently. Dale’s strategic foresight, paired with a focus on operational excellence and a customer-first approach, will be key in fulfilling our vision to not only lead but reimagine our industry.”

Mr Line said: “I’m excited to step into the role of Chief Strategy Officer for this new chapter in SBFM’s journey. The company’s future-oriented approach in the facilities management sector is truly inspiring. I look forward to working with the entire team, to ignite meaningful transformation within the industry and continue the business’ progression.”