

North appoints Andrew Halliwell as Chief Products and Propositions Officer

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Leading smart integrated technology solutions provider, [North](#), has announced the appointment of Andrew Halliwell as Chief Products and Propositions Officer.

In this strategic role, Halliwell will be responsible for developing and evolving North's products, propositions and marketing strategies to develop innovative propositions that enhance the customer experience and support sustainable and profitable market growth.

With 25 years of experience in the telecoms sector, Andrew brings a wealth of experience and proven expertise to North. His track record includes successfully implementing strategic change and developing new growth markets within B2B communications service providers. Halliwell has held key leadership roles at Virgin Media Business, Vodafone and Cable & Wireless. His most recent role was at Virgin Media O2, where he was Director of Products & Partners.

Commenting on the appointment, Andrew Halliwell said:

"I'm delighted to join North at this exciting time for the business as we look to accelerate our growth plans through the introduction of new and innovative propositions. With the growing demand for smarter solutions, I look forward to collaborating with the leadership team to strengthen North's position as a leading provider of smart technology solutions and services."

David Crawford, CEO at North commented:

"We are thrilled to welcome Andrew to the North team. With his extensive knowledge and strategic mindset, he will play a pivotal role in driving and delivering exceptional leading-edge solutions that



address the evolving needs and demands of our customers. This appointment reinforces our commitment to empowering our customers to work in smarter, safer and more sustainable ways.”