

## BM strengthen business development team

2 years ago



**BM** have strengthened our business development team, with two new appointments and an internal promotion.

Deniz Inceer has been recruited as business development manager with Lisa Cook appointed head of regional business development, while Michelle Jugessur has been promoted from new business relationship manager to head of business development for London.

Lisa Cook, based in the Midlands and reporting to BM co-managing director Antony Prentice, will be focusing on BM's regional growth including expanding the company's existing geographical presence. She will also be supporting with client relationships in the regions. She previously held business development manager roles at catering companies including Impact Food Group, Mellors Catering and Alliance in Partnership.

Deniz Inceer, based near Reading, will report to Jugessur, and has been tasked with developing BM's existing business in both London and the regions, as well as supporting Jugessur on sales bids. She has previous business management experience at businesses ranging from Santa Fe Relocation to Select Apartments and was most recently a sales and partnership manager with Rest Less UK, a digital community for the over 50s.

Michelle Jugessur's new role and the addition of Deniz to her team will allow her to build BM's London 2024 strategy and support the wider business.

The business development team restructure will strengthen BM's sales proposition, with both Michelle and Lisa acting as head of sales for their own areas while also working with and reporting to joint managing

directors Angus Brydon and Antony Prentice.

The moves will enable BM to building a stronger longer-term pipeline, with Deniz supporting and underpinning the bids and tenders.

BM's Angus Brydon, Joint Managing Director, said: "We have made this restructure to strengthen our position in the London market, where we have already won more than £3.5m in contracts this year. Meanwhile, our presence in the regions needed the additional focus from an experienced business development manager and Lisa brings a wealth of expertise and maturity to a market where growth to create opportunities for our team is widely available."