

Cleanology set for record 2024 with new senior leadership team

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Multi-award winning commercial and office cleaning company [Cleanology](#) has strengthened its senior leadership team as it positions itself for a new era of growth.

Anthony Brown has joined the fast-growing company as chief operating officer and will play a pivotal role in taking Cleanology to the next level across the UK.

South African-born Juliet Widdicombe – who joined as operations director two years ago after a decade spent rising up the ranks in the cleaning and FM sector – has been promoted to associate director after excelling in her role.

Making up the trio of top talent is experienced sales director Stephen Lynch who has also been promoted into the new role of commercial director. He can call upon more than 25 years' experience establishing business to business development strategies for the benefit of customers.

Mr Brown said: "I am truly honoured to join the Cleanology family as the chief operating officer. Working alongside CEO and co-founder Dominic Ponniah and the entire team, I am eager to contribute to the journey of delivering exceptional services and enhancing our presence throughout the UK. Cleanology's commitment to service excellence aligns seamlessly with my passion for operational efficiency and customer satisfaction. Together, we will not only meet but exceed the expectations of our valued customers, setting new standards in the industry. Here's to an exciting future of innovation, growth, and unparalleled service."

Ms Widdicombe said: "I am absolutely delighted and honoured to step into the role of associate director, where I will have the privilege of overseeing new innovations, training initiatives, and supplier

management. I am excited to contribute to the ongoing legacy of incredible innovation and sustainability within our organisation, and I look forward to fostering growth and success in these vital areas.”

Mr Lynch said: “After over four incredibly rewarding years driving business growth as sales director, I am thrilled to embrace the new role of commercial director. I look forward to not only continuing to build and grow new business but also to fortifying our key accounts and premium customer relationships. Working at Cleanology has been the most enjoyable chapter of my professional career, and I am eager to contribute to its continued success and expansion in this exciting new capacity.”

In May 2023, the company announced it had created 600 new jobs during a period of record-breaking growth which included an acquisition in Wigan, Greater Manchester. This added a further 400 staff to the books, bringing the total workforce to over 1,400.

Last year Cleanology – which is headquartered in Vauxhall, South-West London – forged ahead with new hubs across the Midlands, Scotland and the South-West after 20 years servicing the capital. It has also opened offices in Manchester and Leeds.

Welcoming the new-look senior leadership team, Mr Ponniah said: “This is a hugely exciting time for Cleanology as we move from a modest London-based business towards a truly national business with a leadership team made up of the best talent in the industry. I am so thrilled to be working with Stephen, Juliet and Anthony and look forward to supporting them in every way I can on this next leg of our journey.”