

## Sodexo appoints new marketing director to support accelerated growth in UK and Ireland

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[Sodexo UK & Ireland](#) has appointed Hayley Miller as regional marketing director – reporting to chief growth officer, Dan Weiss.

Hayley joins [Sodexo](#) from CH&Co. She joined the company in 2017 as marketing director and led its strategic rebranding and repositioning following extensive M&A activity. Hayley's role at CH&Co also included the strategic development and execution of marketing plans for all its brands and driving its social media and digital marketing strategy.

Hayley has almost over 25 years' experience in the foodservice sector including previous marketing roles at both Aramark and Elior.

In this new role Hayley will drive Sodexo's marketing activities with the development of a marketing hub to support its UK and Ireland marketing professional family. Hayley will focus on brand-led marketing strategies across its Corporate Services; Energy & Resources; Government; Health & Care and Schools & Universities businesses.

Dan Weiss, chief growth officer, Sodexo UK & Ireland said: "Hayley's extensive experience in the food industry will enable us to develop a dynamic marketing strategy that supports our collective ambition to become the market leader in the delivery of sustainable food services and valued experiences in the UK and Ireland."