Service Works Global appoints Nigel Robinson as UK general manager

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FM software provider Service Works Global (SWG) has strengthened its senior leadership team with the appointment of Nigel Robinson as its new UK general manager.

Robinson's core responsibilities will include leading the UK management team, developing strategic plans, KPIs, and budgets, and supporting revenue targets set by the Executive Team. He will also work with SWG's other global managers to improve international systems and operations.

Robinson's promotion follows the appointment of Mats Broman as CEO at the start of May. They will work closely to identify opportunities for growth, both by strengthening partnerships with existing clients and developing new business relationships.

Robinson comes to this role with more than 18 years of experience in professional services, including eight years as professional services director. During previous roles, he has led teams of up to 40, supporting and upskilling them to drive sales and expand the company's portfolio and client base. He has previously received awards for Business Consultant of the Year and Best Newcomer, and recently developed a new professional services governance framework to drive consistent improvements across delivery.

Nigel Robinson, UK general manager at SWG, said: "We're at the start of a new chapter with Mats joining as CEO and it's hugely exciting to be a part of the next stage of SWG's journey. Tools such as building information modelling and digital twins have such a big part to play in the future of FM and building management. This is a great opportunity for me to help numerous organisations extract the maximum value from these tools and drive efficiencies, sustainability and cost savings across their estates."

Mats Broman, CEO at SWG, added: "Nigel was the standout candidate for this role thanks to his deep

expertise and many years experience. He'll be a critical part of my management team and I have no doubt he'll help take SWG to the next level."