

## BaxterStorey bolsters sales team with two new appointments

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Hospitality business [BaxterStorey](#) has further strengthened its business development team with two new appointments, aiming to build on its strongest sales performance to date last year.

After a record-breaking 2024, Michael Namock has been promoted to UK sales director, tasked with overseeing the full UK sales function, including strategy, pipeline management and tender operations, and working with the leadership teams to drive growth and visibility of the brand.

Namock has been a part of the BaxterStorey sales team for the past two years, where he has been leading the London and South sales teams. An accomplished sales professional and leader with a proven track record of consistently delivering new business, he has years of experience in B&I catering including business development director and sales director roles, as well as in driving organic growth strategies across both the UK and Ireland.

Meanwhile, Josh Abel has been appointed sales director of BaxterStorey's key Central and South regions, with a decade of foodservice business development behind him.

His new role will see him lead a team of six as they continue to grow in this important region, while developing the company's enhanced focus on a culture of 'sustainable nutrition' and its commitment to providing bespoke food and beverage experiences.

Ronan Harte, CEO of BaxterStorey said: "2024 saw our strongest sales performance to date with wins across the country and in multiple sectors. We are confident that that Michael's promotion and Josh's appointment put us in a great position to push for another stellar year in 2025."

Michael Namock, UK sales director at BaxterStorey, said: “The past two years at BaxterStorey have been exceptional, and the opportunity to lead this powerhouse sales team is a privilege. With 2025 set to be even better, I look forward to supporting the team in creating impactful workplace food and beverage experiences for our clients.”