

SBFM appoints Mark Fenn as product director

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Leading soft service provider [SBFM](#) has appointed Mark Fenn as the company's product director. Working with SBFM's CTO, Ricky Majer, Fenn will be instrumental in optimising technological services ensuring SBFM continues to pioneer as an industry leader in innovation.

Fenn is responsible for analysing market needs and developing and scaling tech, data, and automation. His passion for digital products and technology, combined with his commitment to delivering customer value and commercial scalability make him perfectly aligned with SBFM's ethos and values.

Fenn has an impressive 15-year background in tech, particularly in software as a service (SaaS), across multiple industries including telecoms, financial services, and pharmaceuticals. Recent positions include product manager at Lumanity medical consulting, and senior director, customer success EMEA, at technology management solutions company Calero MDSL.

Mark Fenn, product director at SBFM said: "SBFM's company's people-first ethos and problem-solving through technology really resonates with me. I'm looking forward to getting under the skin of the needs of our workforce and customer base, and delivering meaningful tech that improves service delivery."

SBFM's CEO Matt Chapman said: "Mark's strategic vision, expertise and customer-centric approach make him a valuable asset to SBFM. We are thrilled to welcome Mark to the team and look forward to working together to deliver greater innovation for our colleagues and customers."