

Alex Ricketts named new MD for local accounts at Eurest

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Alex Ricketts has been named as the new Local Accounts Managing Director for contract caterer Eurest after 15 years with the wider [Compass Group UK & Ireland](#) business.

Alex, who was previously Strategic Partnerships Director for Eurest, first joined Compass in October 2010 and has risen through the ranks due to his outstanding focus on operational excellence and client-centred approach.

Within this new role he will drive [Eurest](#)'s offer to achieve its strategic goal of accelerating growth.

Alex said: *"This is an exciting time for Eurest and I am proud to have been part of our journey so far.* Delivering a tailored and personal contract catering service that smaller and single site partners desire is something I am passionate about.

"Our ethos is to be seen as part of the team for our client partners and to have a personable one-on-one relationship with them – but with the size and scale of Compass Group UK & Ireland behind us. That's a powerful combination."

Morag Freathy, CEO of Compass Group UK & Ireland's Business & Industry (B&I) sector, said: "I'm delighted to see Alex take on this crucial role for Eurest and it is an important appointment for the business.

"Alex's energy, drive and collaborative leadership style have made him extremely popular with colleagues and clients alike over many years. He has helped develop our strategic vision and knows Eurest inside out. I'm confident this is a role in which he will excel even more."

Alex said: "We constantly evolve our offer, responding to customer and client demand, as well as leading the way with innovation and doing the right thing."

"A great example which responds to client feedback and driving our offer forward is some of our new on-site events, which have included an extremely well-received pop-up featuring a DJ, outdoor barbecue and delicious Punjabi food for one of our client partners."

"We can clearly show the workplace as a leading benefit for employees, especially with our focus on delivering health, wellbeing and sustainability through our food offer."

Alex will also prioritise the use of data to drive improvements and encourage creativity as Eurest's client base grows.

He said: "I'm a strong advocate for constantly using feedback and data to improve and inspire.

"Last year we received 85,000 pieces of feedback from our Did We Make You Smile system and it's important we use that data well to develop new concepts and to listen to our customers. I want Eurest to bring personality and excitement to the workplace."