

PTSG strengthens customer focus with key leadership appointment

2 months ago



[Premier Technical Services Group Ltd](#) (PTSG) has announced the promotion of Sarah Wood to Director of Customer Success, effective 1 June 2025 – a move that underscores the Group’s ongoing commitment to delivering exceptional service and fostering long-term client relationships.

In her new role, Sarah will oversee both the Renewals and Key Accounts teams, working closely with Sofia Abbas and colleagues across the Group to further embed customer focus at the heart of PTSG’s strategy. She will also play a key role in supporting the Group’s mergers and acquisitions programme, ensuring customer continuity and service excellence are prioritised throughout each transition.

Sarah’s remit will also include leading the development of PTSG’s customer service standards strategy – setting the framework for future corporate initiatives, such as customer service and contact centre enhancements. A renewed focus will also be placed on reconnecting with former or disengaged clients, helping to reintroduce them to the full scope of PTSG’s multi-disciplinary services.

A trusted and respected leader, Sarah brings over 15 years of experience to her new position. Having joined PTSG in its formative years, she was instrumental in building the Group Renewals function – evolving it from a pilot initiative into a core component of the company’s customer engagement approach.

Speaking about her new role, Sarah said: “I’m excited to take on this new challenge and to continue working with such a dedicated team. Many of us have worked together for over a decade, and the culture we’ve built is one of teamwork, drive and putting the customer first. I’m incredibly proud of everything we’ve achieved – and there’s so much more to come.”

Greg Ward, Chief Operating Officer at PTSG, added: “Sarah’s appointment reflects her outstanding

contribution to PTSG over many years. Her leadership, integrity and deep understanding of our customers have helped shape the way we do business. As we grow and evolve, Sarah's role will be central to ensuring we continue to set the benchmark for customer service across the Group."

Sarah lives in Camblesforth, North Yorkshire with her husband and their two children. Her promotion comes at a pivotal time for PTSG as it continues to invest in people, systems and services to support sustainable growth and customer excellence across its nationwide portfolio.