

# Nick Platt joins Cleanology as Chief Growth Officer to lead new expansion phase

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Multi award-winning office and commercial cleaning company [Cleanology](#) has appointed accomplished executive Nick Platt as Chief Growth Officer.

Nick has been headhunted to spearhead growth strategy and ensure Cleanology reaches a number of ambitious targets across the UK and Ireland.

With a proven track record at scaling businesses and heading up high performing commercial teams, Nick's wealth of experience further strengthens Cleanology's Senior Leadership Team.

The new recruit is also expected to play a prominent role as Cleanology deepens customer engagement and enhances its standing as a sustainability driven leader.

His distinguished CV includes senior leadership roles at several leading brands such as Rentokil Initial and SPIE.

Nick said: "Joining Cleanology at such a pivotal time in its growth journey is incredibly exciting. The team has built a strong foundation and I'm looking forward to helping take the business to the next level".

Cleanology Co-Founder Dominic Ponniah described the new appointment as 'a true heavyweight signing' adding: "Nick's energy, expertise and focus on results will help us achieve our next phase of growth. We are thrilled to have him on board'.

In March multi-award winning Cleanology rebranded in a bold and exciting live launch marked by the projection of its vibrant new logo against iconic London landmarks, including Tower Bridge. The dramatic

unveiling came at a pivotal moment for the company as it entered its 25<sup>th</sup> year of trading with a record-breaking £2m of new contracts being mobilised the same month.

Cleanology's much-heralded annual fundraiser for The Hygiene Bank has established itself as a 'must attend' event - attracting almost 200 guests each year - and raising an incredible £117,000 in its first four years. This year's fundraiser for the charity, that aims to eliminate 'hygiene poverty', is being held on October 9 at 113 Chancery Lane, the Grade II listed home to the Law Society, in the heart of legal London.