

SBFM appoints Julia McMullan as new COO

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Leading soft services provider [SBFM](#) has appointed Julia McMullan as its new Chief Operating Officer (COO). As a core member of the board, McMullan will ensure SBFM continues to deliver operational excellence at pace and scale while keeping its operating model agile and future-fit.

Bringing over 15 years of experience in large-scale transformation, McMullan is recognised for her strategic, customer-centric approach, and strong track record in driving growth, operational efficiency and commercial performance.

McMullan has a background in management consulting with Newton Europe, implementing lean and scalable operating models in both public and private sector organisations, delivering measurable efficiencies, cultural transformation, and meaningful outcomes for customers.

Most recently, she held a board-level role at PureGym Group as Director of Central Operations & Innovation, where she was responsible for operational evolution and efficiency across the business. Before that, she was Director of Operations during the start-up of fin-tech investment company Bricklane.com.

“I am thrilled to be joining SBFM at such a pivotal time in its journey,” said Julia McMullan, newly appointed COO at SBFM. “The company has a strong track record of innovation and a clear vision for the future. I look forward to working with the talented team here to build on this momentum and deliver sustainable growth while ensuring we continue to make a positive impact for our people, our clients, and the communities we serve.”

Matt Chapman, CEO at SBFM added: “Julia’s appointment marks a significant step for SBFM as we continue to grow and transform our business. Her proven expertise in driving operational efficiency and large-scale transformation, alongside her passion for innovation, customer success, and people make her the ideal leader to take our operations to the next level.”