

Atlas Appoints Boris Pomroy as Group Marketing and Communications Director

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[Atlas](#) has appointed Boris Pomroy as Group Marketing and Communications Director, strengthening its senior leadership team as the business continues to grow across the UK.

Boris took up the role in January and reports to Group CEO Chris Wisely. He will lead marketing and communications across the Group, with a focus on telling the Atlas story through the lens of its 15,000 colleagues and supporting the next phase of disciplined, sustainable growth.

Boris brings a multi-sector career spanning leadership roles in organisations as diverse as Comic Relief and Sainsbury's. His work has consistently focused on closing the gap between brand and audiences through authentic storytelling and building marketing functions that combine creativity with commercial discipline.

At Atlas, he will focus on shaping a modern, proactive marketing and communications function aligned to the Group's growth ambitions, while keeping its purpose and values at the heart of everything it does.

Boris Pomroy, Group Marketing and Communications Director at Atlas, said: "Atlas is a business built on people. The quality of our service, our culture and our growth all come back to the 15,000 colleagues who deliver for clients every day. My role is to ensure we tell that amazing story with confidence and clarity, and that our marketing genuinely supports performance across the Group. We will build a creative and disciplined communications function that reflects the scale of Atlas today and the ambition we have for tomorrow, always grounded in our purpose of creating happiness."

Chris Wisely, Group CEO of Atlas, said: "Atlas has always been driven by purpose, culture and performance in equal measure. As we continue to grow, it is vital that our marketing and communications reflect who we

are and where we are going. Boris brings strategic discipline and a deep understanding of how to connect brand, people and performance. His appointment supports our ambition to build a stronger, more resilient business while staying true to the values that define Atlas.”