

Initial Washroom Hygiene UK Appoints Hugo Coventry to Lead Next Phase of Service Excellence and Growth

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[Initial Washroom Hygiene UK](#), the global leader in hygiene services, has announced the appointment of Hugo Coventry to the role of Operations Director.

For the last three years, Hugo has been a key part of the Rentokil Initial UK leadership team, playing a pivotal role in transforming how the business delivers for customers, strengthening service consistency, responsiveness and long-term value through improvements to resourcing, processes, systems and management.

He takes on this new role within the Initial Washroom Hygiene business at a critical moment, as demand for higher hygiene standards remains firmly embedded post-pandemic and customer expectations around service quality and sustainability continue to rise. This is combined with a strategic focus on delivering outstanding customer service to ensure a dignified, hygienic washroom experience for all, while also respecting the planet.

Since joining Rentokil Initial's graduate programme as a pest technician in 2012, Hugo has spent 14 years building deep operational and commercial expertise across the organisation, moving from Surveyor to Team Leader, and Local Operations Manager, before becoming an Area Manager within Rentokil Pest Control. This journey eventually led to his appointment to the Rentokil Initial UK Board as Area Sales Director.

His appointment is yet another example of Rentokil Initial's 'Grow Your Own' promotion and progression

model, demonstrating its long-term commitment to developing and accelerating internal talent, and its position as a Top 100 Apprenticeship Employer.

Hugo Coventry, Operations Director at Initial Washroom Hygiene UK, comments: “I share Initial Washroom Hygiene’s passion for the transformative power of a hygienic and dignified bathroom experience. As a business, we have a huge role to play in educating people about the role of washroom hygiene in protecting individual and public health.

“Having built my career at Rentokil Initial, it is a huge honour to be taking on the role of Initial Washroom Hygiene UK Operations Director at such a defining moment for both the business and the wider industry. My priority is continuing to deliver the great customer service we’re known for while also considering our impact on the planet, and ensuring this commitment is reflected in every aspect of our operations. At the heart of this is ensuring all our service users have a dignified and hygienic experience when using the washroom.”

Phill Wood, Area Managing Director UK for Rentokil Initial, comments: “Hugo’s breadth of experience across operations, sales and strategic leadership means he deeply understands what customers need from a modern hygiene partner, from consistent service delivery to high standards and sustainable solutions. With multi-business exposure through the Sales Academy, senior board experience, as well as having a hands-on role with both our Washroom Hygiene business and our strategy design, Hugo has the strong operational and sales background to lead Initial Washroom Hygiene into a new phase of growth.”