

Brookson Completes 2010 Strategic Recruitment Programme



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Brookson, a leading tax accountant and support services provider, has completed its strategic recruitment drive to help strengthen its existing senior team in preparation for extensive 2010 growth plans.

The senior management team appointments consist of new sales and marketing director, Chris Bowden, head of group marketing, Sandi Rowley, and head of new business, Andrew Sloan. These sales appointments together with recent appointments in operations and IT build on Brookson's [tax accountant](#) expertise to create a team with the appropriate depth of experience to achieve its growth plans.

Chris Bowden, 42, has over 20 years experience in global logistics, specialising in corporate account management and sales. Chris joins from FedEx where he managed large multinational, global accounts including Rolls-Royce, Microsoft, Dell and HP.

Appointed to communicate the development and modernisation of Brookson services through numerous new marketing channels, Chris will reaffirm Brookson's commitment to support its customers with the latest technological innovations.

Chris will be challenged with building multi channel strategies across all Brookson service lines including limited company, sole trader and [umbrella company](#) service lines.

Sandi Rowley is a highly accredited B2B marketer and joins the Brookson team from Alliance and Leicester commercial banking, with over 21 years of direct marketing experience in the finance industry. Tasked with ambitiously growing the business through the integration of key marketing channels, Sandi will be using direct and digital strategies to support new initiatives that will position the company at the forefront of accountancy services. Sandi's

experience at A&L marketing products and services to entrepreneurs looking to [set up a business](#) will be invaluable to Brookson.

As head of new business, Andrew Sloan, 32, will be responsible for encouraging Brookson's business growth by implementing new sales strategies and increasing prospect conversion through telemarketing and web interaction. Enjoying years of financial services experience, Andrew begins his new role with a wealth of knowledge having joined Brookson after eight years at MBNA, he is also a member of the Institute of Direct Marketing.

The team is working in together to drive Brookson's sales strategy providing accountancy and support services to self employed professionals. The new team recently launched Brookson's new [sole trader](#) service as part of the Revolution sales campaign.

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About

Brookson

Brookson is a leading tax accountant, [IR35](#) specialist and support services provider to small business including business start ups. Brookson supports self employed people in their chosen way of working through its limited company (sole trader and umbrella company services. As a 150 strong accountancy service, managing the affairs of over 9000 customers, Brookson is committed to offering the very best service, support and advice.

Brookson's Online Navigator Money Manager portal underpins Brookson's claim to offer one of the most innovative contractor accountant services available on the UK market. Allowing clients to access their business financial information 24/7, the system has been designed to help customers run their businesses more effectively by providing up to date financial information at their finger tips.

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