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

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.

<https://cleanology.com/services/office-cleaning/>

Ends



From left: Nick Platt, Chief Growth Officer and Dominic Ponniah, Cleanology Co-Founder.

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**Notes for editors:**

Established over 20 years ago, Cleanology provides professional office and commercial cleaning services, property maintenance and a wide range of support services across the UK, from Scotland to Southampton.

Our clients include blue-chip corporates, Royal palaces and some of the world's most famous brands.

As a multi award-winning family business, we are now one of the most established companies in the industry, employing over 1,400 people.

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