

Aspen Pumps Appoints Kelly Butler as Marketing Director

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Aspen Pumps (<https://www.aspenpumps.com/>), the global pace setter in design, manufacture and distribution of condensate removal pumps and ACR ancillaries, is delighted to announce the appointment of Kelly Butler as Group Marketing Director. Kelly's appointment underlines Aspen's commitment to push towards the next phase of growth, which has been the cornerstone of Aspen's heritage for over 20 years, either through launches of innovative products, the success of a dynamic sales team or strategically focused business acquisitions.

A key appointment to the Aspen team, Kelly brings with him a wealth of knowledge boasting over 20 years' marketing communications and product management experience within the built environment. A well-known figure within the HVAC sector, before joining Aspen, Kelly was Deputy CEO at BEAMA (<http://www.beama.org.uk/>), the leading trade association representing electrotechnical manufacturers. He was also a member of the senior team at the Energy Saving Trust (<http://www.energysavingtrust.org.uk/>) responsible for trade marketing relationships and home energy marketing.

"We are delighted to welcome Kelly to the management team at Aspen Pumps Group." said Adrian Thompson, CEO of Aspen Pumps. "Over two decades we have continued our global expansion through acquisitions, investment in sales resource and product innovation. Overall the Group has delivered record growth; this is all down to the hard work and dedication of the Aspen team. The appointment of Kelly will now help us move forward as we enter our next phase of growth."

In Kelly's new position he will head up Aspen Group's marketing which includes overseeing the company's continuous innovation; delivering multiple product solutions to customers across its core brands in the UK; ensuring well-defined customer messaging; as well as the day-to-day servicing of 100 export markets. In terms of product offering through the channel, Kelly aims to provide a cohesive approach to planning, validating, measuring and evaluating all marketing activity. Kelly will also be reviewing Aspen's digital strategy and building strong links with the innovation team and global sales force to ensure product development and overall offering are relevant to the ACR engineer.

Kelly Butler, Group Marketing Director at Aspen Pumps said: "I am thrilled to be joining such a fast-growing business which boasts a strong innovation platform and an entrepreneur management culture. My plans are to place marketing right at the centre of the business making it the heartbeat that helps drive high sales growth, technology innovation and an ever-expanding product range. It is a really exciting prospect to join Aspen and be part of what is already a phenomenal success story.

"I believe I possess both the energy and experience to build teams, marketing processes and campaigns to deliver consistent results and thus raise Aspen's marketing strategy to the next level. I aim to build a formidable product team while maintaining the absolutely superb level of graphic design and communication that Aspen is renowned for."

Commitment to innovation, expert knowledge of the industry and global marketing achievements have seen Aspen flourish over the past 25 years. In the last 10 years alone, Aspen has trebled in size and secured a global position, trading in over 100 countries worldwide and with business premises on four continents.

The future looks exciting for Aspen Pumps and the next 25 years looks set to bring even more innovation and growth for the company. For more information, visit www.aspenpumps.com.

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Notes for Editors

Aspen Pumps Group comprises a raft of market-leading brands within the HVACR ancillaries sector including:

- o Aspen Pumps, the global leader in design, manufacture and distribution of condensate removal pumps;
- o Aspen Xtra, one of the world's largest range of HVAC installation ancillaries;
- o Aspen Storm Chemicals, the complete range of HVACR cleaning chemicals;
- o Big Foot Systems, the largest rooftop free-standing frame manufacturer in the world;
- o JAVAC, the number one HVAC tool supplier in the UK.

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