

# Workbooks raises growth capital and extends management team

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Workbooks (<http://www.workbooks.com>), a British cloud-based Customer Relationship Management (CRM) and marketing automation vendor, today announces the arrival of Alex Bradley as head of Sales. Following strong company growth, Alex Bradley is the tenth person to join Workbooks in the past six months. These appointments reflect the company's aim to build a world class organisation focussed on delivering cloud-based business applications to the mid-market that enable operations to be streamlined, insightful decisions to be made and productivity increased.

The expansion of the executive team will enable Workbooks to continue to scale operations after a record year in 2018, which included raising £1.5 million, growing the business by 24%, nearly doubling the number of employees and office space, opening a US office

(<https://www.workbooks.com/press-release/workbooks-sets-out-to-conquer-the-us-market/>) and adding many new customers including APL Media, Telestack, Property Information Exchange, Ultima Media, N. Eilersen A/S, Richard Luckin, NHS Lanarkshire and Atlantic Data Security

(<https://www.workbooks.com/press-release/connecticut-based-atlantic-data-security-becomes-first-workbooks-us-customer-im>

Alex Bradley (<https://www.linkedin.com/in/alex-bradley-01927775/>) has joined the Workbooks management team and is responsible for sales and customer success as well as continuing to build the company and team for its next stage of growth. Bradley is an experienced sales leader, most recently serving as Chief Client Officer at Polymatica. Prior to that he spent 10 years leading sales teams at Axway, a French company specialising in digital and collaboration solutions. Bradley holds a MBA from Henley Business School.

To best serve its fast growing client base Workbooks has recruited a Customer Success team (<https://www.workbooks.com/services/implementation/>). This team will take accountability for, and proactively manage, the entire customer journey from ensuring customers have clarity in the value they will achieve, through to helping customers achieve positive outcomes.

John de Lara, Jean Hardie-Matthews and Roger Fourt, all seasoned customer service specialists join Workbooks as Customer Success Managers.

John de Lara (<https://www.linkedin.com/in/johndelara/>) has more than 20 years experience in customer service. He began his career spending 10 years with Microsoft as Technical Account Manager before becoming a Partner Strategy Consultant. Since then John has undertaken a number of roles in customer service at Aspect Software, Reed Elsevier, cloudBuy and more recently NetScout.

Jean Hardie-Matthews (<https://www.linkedin.com/in/jeanhm>) returns to Workbooks from Sage People and InsideSales.com where she was Training Manager and Enablement Consultant. She spent a number of years with Workbooks as a Consultant and then Customer Success and Training Manager. Jean has also held roles at Virada, Proforma and MasT International.

Before joining Workbooks, Roger Fourt (<https://uk.linkedin.com/in/roger-four-7b6214>) spent nearly 20

years as a CRM Consultant providing complete project life-cycle services and systems, from scoping and definition through to support.

Pauline Jordan (<https://www.linkedin.com/in/pauline-jordan-15258030/?originalSubdomain=uk>) has joined as a Customer Support Manager. Her role is to deliver high quality customer support and maximise the value customers derive from Workbooks. Pauline has more than 15 years experience in service and support roles in the technology industry having spent more than eight years at Ultima Business Solutions starting as a service delivery manager before being promoted to Managed Services Director. Pauline has also held similar roles at Intermec International and most recently Pythagoras.

Workbooks is hiring. See open positions here (<https://www.workbooks.com/about-us/careers/>).

#### About Workbooks

Workbooks delivers cloud-based CRM and Marketing Automation applications to the mid-market, at an affordable price. Its services extend beyond sales, marketing and customer support to include order management and fulfilment, invoicing and supplier management, at a price which is typically 50-70% less than alternatives such as Salesforce or Microsoft Dynamics.

Workbooks unites the entire organisation around data and processes, promoting teamwork and collaboration. It provides a single 360-degree view of customers and the information is accessible anytime, anywhere. Productivity increases, operations streamlined, insightful decisions made and the business is better equipped to differentiate against the competition.

For more information, visit [www.workbooks.com](http://www.workbooks.com) (<http://www.workbooks.com>)

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