

Westbrook appoints Juan Trujillo as Chief Technical Architect

London 8th September 2017

Westbrook today announces that Juan Trujillo joins the leadership team as Chief Technical Architect reporting to CEO Ambrose McGinn.

Juan has been with Salesforce Platinum Partner Westbrook for two years leading its pre sales capability. He has been in the IT industry for over 10 years, having completed his PhD with the highest attainable result and has a varied background including system administration, web development, and legal counsel.

Juan was a key member of the team that developed FlightWare, the sole SaaS aviation ERP on the Salesforce platform. FlightWare enables the world's 2nd largest business aviation group with over a thousand users in their daily operational, financial and sales activities to become a customer centric & data-driven company. This included growing a team and ensuring the smooth digital transition of customers in Australia, Dubai, Switzerland, UK, and South Africa.

In the last 2 years, Juan has developed his Salesforce career at Westbrook, facilitating the acquisition of key accounts and developing his technical skills to become a Certified Salesforce System and App Architect.

As Chief Technical Architect Juan will be responsible for all the technical aspects of the client solutions and will play a leading part in ensuring Westbrook has a technically superior, qualified and certified delivery resource. He will continue to be responsible for pre sales.

Ambrose McGinn Westbrook CEO said "I am of course delighted to promote Juan to this important position of Chief Technical Architect. Juan's well known capability and experience on the Salesforce platform means we can execute our plans confident that we have a world class CTA in place - and with a seat at my leadership table from where he can truly influence the direction of the business"

Commenting on his appointment **Juan Trujillo Westbrook CTA** said "I have been growing professionally in Westbrook for the past 2 years, and this new opportunity allows me to use all my skills for the benefit of our clients, prospects and my colleagues. I look forward to contributing significantly to Westbrook and its great culture with Ambrose in its next phase of growth and playing a leading role with the senior team."

About Westbrook International Ltd:

Westbrook is a Platinum Consulting Partner to Salesforce.com, the Customer Success Platform and world's #1 CRM company. Salesforce Ventures is an investor in Westbrook International Ltd. with an active seat on the board. Westbrook has more than 12 years of experience delivering projects to over 400 clients including GE, Daily Mail, Fidelity and IBA. Westbrook is a #1 winning company in Megabuytes 2017 Emerging Stars Awards.

For information visit westbrook.co.uk or call Ambrose McGinn CEO on +447901 005100