

## Westbrook appoints Michael Conner as Chief Commercial Officer

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London, 14<sup>th</sup> October 2019

**Westbrook, the renowned Salesforce Implementation Partner, today announces that Michael Conner joins the Executive Leadership Team as Chief Commercial Officer reporting to Ambrose McGinn, CEO.**

Michael Conner brings a wealth of knowledge and experience to the role. Michael was latterly CEO and Co-Founder at Salesforce ISV Sales Methods and has been working in and around the Salesforce ecosystem for many years. Formerly Michael was a senior manager at Xerox, BT and VP Sales & Marketing of a number of UK manufacturing PLCs. More recently Mickey established Sales Methods as a leader in sales enabling software.

At Westbrook Michael will drive forward the Sales & Marketing capability and direct the Solution Engineering resources. He will be focusing on our core verticals of Financial Services, Manufacturing and Industrial, Media & Communications as well as Public Sector and Not for Profit. This focus will be combined with Westbrook leadership in Field Service Lightning and Quote to Cash as well as the Westbrook renowned capability across the core Salesforce Platform

**Ambrose McGinn Westbrook CEO said:** "I am delighted to welcome Michael to the Executive Team as CCO. His breadth of knowledge and experience is second to none and he will add considerable value to our proposition and continued success. Michael will be working closely with me to maximise our potential"

**Commenting on his appointment Michael Conner said;** "This is a brilliant opportunity for me. Ten years in the Salesforce ecosystem has taught me that SaaS solutions require all-round expertise in design, implementation and change management. The team at Westbrook are hugely respected subject matter and technical experts committed to delivering innovation at high quality. Westbrook is ideally positioned to implement transformational solutions using the growing sophistication of the Salesforce platform."

### **About Westbrook International Ltd:**

Westbrook is a highly regarded Consulting and Implementation Partner to Salesforce, the Customer Success Platform and world's #1 CRM company. Salesforce Ventures is an active investor in Westbrook International Ltd.

Westbrook's mission is to deliver outstanding Salesforce consulting, implementation & support services that transform our clients' business performance. We are vibrant & innovative, defined by our clients our people and our partners.

For more information see [westbrook.co.uk](http://westbrook.co.uk) or contact [ambrose.mcgin@westbrook.co.uk](mailto:ambrose.mcgin@westbrook.co.uk)