

Richard Bayfield FICE, FCI Arb Joins Westbrook Senior Advisory Board

London September 1st 2018

Westbrook, the highly regarded Platinum Salesforce Implementation Partner today announces that Richard Bayfield a greatly respected Construction Industry expert and Chartered Engineer joins the Senior Advisory Board of vertical sector subject matter experts.

Richard's career spans 40 years as a senior executive with multiple roles as Contractor, Consultant and Client within the construction and related industries.

A Fellow of the Institution of Civil Engineers and Chartered Institute of Arbitrators, Richard was also a former member of the UK Government's panel of 6 'key industry figures' reviewing industry legislation.

Richard joins an illustrious line up of Advisory Board members at Westbrook covering Financial Services, Media, Industrial and Consumer brands –see <http://westbrook.co.uk/senior-advisory-board>

Ambrose McGinn Westbrook CEO said, "I am very pleased to have Richard join the Advisory Board. He brings a wealth of knowledge and industry networks as we seek to build out our Construction sector practice. His insight and perspective are second to none and will facilitate Westbrook bringing highly innovative solutions to this marketplace"

Commenting on his appointment **Richard Bayfield** said "The UK construction sector is intrinsically fragmented which often leads to uncertainty over project information. I have been impressed by the Westbrook track record across many industries which has consistently demonstrated expertise at reducing complexity. I am looking forward to applying these principles to the construction sector, which will benefit from clarity, simplicity and "one set of truth" across multiple interfaces within projects".

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 and is a #1 winning company in Megabytes 2017 Emerging Stars Awards.

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