

# Director Fonseca

# Callan & Grey

**S**ergio Fonseca joins Rehau as HR director for the UK, Ireland and Scandinavia.

New to Rehau UK, Fonseca has been with the global business for 16 years. He was previously based in Brazil, where he was responsible for the HR function in the Rehau South American businesses.

He says: "I aim to keep the spirit of Rehau alive in our colleagues in the business and ensure everyone knows they are essential to our team and ongoing success. My approach is also to have an open dialogue policy and we actively encourage feedback at all levels.

"My main priority is to ensure that all our colleagues are engaged, prepared and well-skilled for their roles so that they can continue their personal development within the company. We have a very important focus on developing the talents within the business and my own appointment



highlights the possibilities to move around the Rehau group, whether that be in the same location or in a different country entirely." □

**R**enolit Cramlington has made two key appointments to its Exterior UK & Ireland team: Alex Callan (right) joins as business manager; John Gray (left) joins as account manager.

These are important roles within the company says sales director Mark McDonagh: "Alex and John will be at the forefront of customer account management within the UK and Ireland for Renolits's exterior business. With an uncertain year being faced by the UK in 2019, providing a solid point of contact and reliably high levels of service to our customers is particularly important." □



**L-R: Harriet Haworth-Lewis (digital executive), Jessica Husband (digital marketing manager), Simon James (head of marketing), Annabel Fowler (assistant marketing manager), Angela Wales (marketing communications manager) and Chris Hardacre (artworker)**

The marketing department of industry-leading systems supplier Veka Group is strengthening its digital focus and introducing some new faces.

Marketing director Dawn Stockell says: "We are delighted to have welcomed Angela Wales to the team as marketing communications manager and Jessica Husband, who joined Veka in 2017, has been appointed digital marketing manager. Both Jess and Angela have marketing agency backgrounds and have come from jobs outside of the fenestration sector. Our marketing department has the important job of ensuring that all Veka Group brands continue to lead the industry and maintain their strong presence in the market. The marketing of our brands must continue to reflect the quality of the products and services available, so that all customers can build their reputation on ours.

"Against the backdrop of ever more important digital channels, Jess now heads up all our online activity such as the websites, social media and the online marketing portal, with the help of Harriet Haworth-Lewis, who has joined as digital executive.

"Supported by Annabel Fowler, who's been with Veka since 2014, Angela is already doing a great job with our offline activity, and her experience in agency and client-side roles means she is well placed to handle everything from PR and advertising, to exhibitions, literature and product launches. Every good marketing campaign is multi-faceted and works through a host of different channels, both online and offline." □