

Liquid Friday appoints Del Williams as CRO to drive strategic growth

Wednesday 7 June, 2023

Liquid Friday, one of the UK's leading umbrella payroll and outsourcing providers, is thrilled to announce the appointment of Del Williams as its new Chief Revenue Officer (CRO). Del will join the Liquid Friday team on 1st August 2023.

With over 15 years of experience at the forefront of the industry, Del brings a proven track record of success in business evolution and sales growth, with a deep understanding of the dynamics and challenges of the UK temp labour market.

As CRO, Del will work closely with the Liquid Friday board and internal teams to develop strategies that align with the company's vision and objectives.

CEO Colin Gunnell, welcomed the appointment:

"We're really looking forward to having Del on board. He joins us at a key time in our growth journey, as we launch the Liquid Stride software platform and continue to develop our app, and I've no doubt he'll hit the ground running. Del's extensive experience is a superb addition to the talent we already have at Liquid Friday, and I'm confident that he will play a pivotal role in accelerating our ambitious strategic plans for the future."

Del expressed enthusiasm to get started in his new role, saying:

"I'm delighted to be joining Liquid Friday at such an exciting time in the business's development. I am looking forward to supporting its continued growth, and building further strategies to ensure Liquid Friday are always considered industry leaders in what is a highly competitive market".

With a strong customer-centric & technology focused approach, Liquid Friday has built its reputation on exceptional service and solutions which add real value and commercial impact.

With Del's appointment, the company reinforces its commitment to continued innovation and excellence for its clients.

Media:

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Del Williams
As CRO



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Liquid Friday

T. 02392883300

E. joe.taffurelli@liquidfriday.co.uk

W. <https://liquidfriday.co.uk/>

Additional Contact(s):

lynne.gowers@liquidfriday.co.uk

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