



Industrial shredder specialist UNTHA UK has announced a quartet of appointments as the growing business continues to evolve.

Bolstering the sales team is Dale Liptrott, who joins the North Yorkshire headquartered firm as an experienced sales consultant. With a decade of notable experience, most recently selling capital equipment at CPL UK, Dale excels in meeting new customers, building strong relationships, and recognising business opportunities.

At UNTHA, Dale will leverage his expertise to identify potential clients, nurture long-term partnerships, and enhance the overall sales strategy, ensuring the firm's continued success in a competitive market.

He's joined in the sales department by fellow sales consultant, Rich Wakeley, who holds a strong background in the construction, powered access, manufacturing, logistics and plant hire industries.

Boasting over 12 years of experience in corporate sales – particularly focused on large scale plant machinery and tools – Rich strengthens UNTHA's sales department to maintain customer excellence, from new business enquiries through to building solid relationships with established clients.

Also joining the team is marketing and content manager, Alice Kelly, who has worked with the firm for over four years as a supplier.

A proactive PR and marketing professional – with comprehensive experience across a number of technical industries – Alice is responsible for developing and delivering multichannel communication strategies for UNTHA UK.

Working alongside global marketing coordinators, Alice will be driving data-led discussions on marketing performance, with a strong focus on demand and lead generation within the UK market.

Service engineer Mark Sandercock completes the new line-up. An experienced mechanical fitter and service engineer, Mark has a range of experience maintaining heavy plant machinery. In his new capacity, Mark will be providing service, repair, and installation support across the UNTHA range, as well as providing strategic advice to keep customers' shredders in peak performance.

The recruitment drive has been complemented by a six-figure investment in technology, as UNTHA UK – formerly named a 'leading light' in the Top Tech 100 listings – continues to develop its ERP platform and wider IT estate.

"These strategic appointments mark a significant milestone in our period of continued growth and reflect our commitment to further expanding our capabilities and strengthening our team," said UNTHA UK's managing director, Marcus Brew.

"We are thrilled to welcome Dale, Rich, Alice, and Mark to UNTHA UK. Their diverse expertise and proven track records will be instrumental in driving our future success. As we continue to innovate and expand, their contributions will ensure we maintain our position as industry leaders. We are very excited about the opportunities ahead."

For further information visit www.untha.co.uk