



## **RUMENCO EXPANDS ITS MERCHANT SUPPORT TEAM**

Rumenco has expanded its trade support team to help merchants develop sales opportunities for its growing range of branded and own label block, bucket and other feed supplement products.

The appointment of Philippa Gill increases the company's area business manager head count from seven to eight. She joins the company from Dallas Keith and will be responsible for a territory in the north of the country.

"We are delighted Philippa is joining us," says Rumenco managing director Nigel Lyon. "Her recruitment is a strategic response to the on-going need to help our merchant customers grow their businesses. She is an experienced area manager and will bring valuable additional business development skills to the team.

"Working closely with the merchant trade to meet their needs for marketing and sales support is central to our on-going success and this sales team expansion will allow us to increase the level of support available to our customers throughout the UK,"