

Wednesday 14<sup>th</sup> September 2016  
For Immediate Release

## **Customer Attuned Ltd welcomes Mr Gary Lunt as its new Board Director.**

**London** – Customer Attuned Ltd has appointed Mr Gary Lunt to assist with the commercial development of the business. With Gary’s significant commercial experience with large companies such as Celesio, Diageo, Reckitt & Colman, Unilever and Cadbury’s, Gary can bring new insights and ways of working to Customer Attuned’s clients.



*“This marks a key stage in the development of Customer Attuned as we welcome Gary Lunt to the board.”*

Commented Director, Mark Hollyoake, *“Gary brings board level practical and pragmatic sales and marketing experience from key sectors. He will be an invaluable addition to the team as we work with our clients, helping them sustain and unlock growth within difficult market conditions.”*

Gary was previously the Group Sales Director for AAH Pharmaceuticals over a 10-year period during which time he orchestrated a number of highly innovative commercial solutions that led to the continuous financial performance of the company.

*“Joining Customer Attuned is a great step for me.”* Gary said, *“combining my experience in the field together with Customer Attuned practical ways of working, tools and training programmes, allows us to continue to add value to Customer Attuned’s network of clients.”*

### **About Customer Attuned Ltd**

Customer Attuned Ltd is a customer management consultancy that works with leading sector B2B businesses giving them the foundation for developing their company’s position focusing on three key areas of the business: Business capabilities, Relationship Quality and People Capabilities.

Formed by a team of sales, marketing and customer management experts in thought leadership in innovative customer-driven change in the B2B sector. Customer Attuned helps clients to become more customer centric, manage and improve customer relationships, make communication channels work smarter, motivate and develop key people in the company, whilst leaving clients the tools to continue the job.

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Attachments: Gary Lunt Photograph. Customer Attuned Logo.