

PRESS RELEASE

# KYLE HAZELDINE APPOINTED AS SALES AND MARKETING MANAGER



## DERBYSHIRE BASED MIDLAND LEAD IS PLEASED TO ANNOUNCE THE APPOINTMENT OF KYLE HAZELDINE AS THE SALES AND MARKETING MANAGER.

Kyle has taken over the reins from Lynn Street, who developed this role to strengthen the company's brand that has seen Midland Lead develop to a £30 million turnover business, with a strong customer base in the UK and overseas.

After starting work as a telesales assistant at Midland Lead back in 2015, Kyle has worked in every area of the business from operations through to key account manager. As a valued member of the team, he has always demonstrated a strong commitment to the company's core values of quality, service, and sustainability.

The last two years have been challenging for everyone, and Kyle stepped up to the ever-changing developments, and helped the company continue to thrive. As an active member of the BMF (Builders Merchants Federation) Young Merchants Group, Kyle is known for flying the flag of lead's unique qualities within the roofing and construction sector.

He actively supports the CO2nstructZero campaign that promotes sustainable practices and has recently been announced as the BMBI (Builders Merchant Building Index) expert representing the lead sector, where he will regularly share comments to a national audience.

Kyle has several accolades under his belt including a BMF Postgraduate Distinction in Multi-Unit Business, Leadership and Strategy from Birmingham City University. He was also named Young Employee of the Year at the Burton Mail Business Awards in 2018 and was shortlisted for the BMF Young Supplier Achiever of the Year 2021 award.

Kyle said: "From the moment I walked through the door on my first day, I knew I wanted to establish my career here long-term. Immediately the team were welcoming, and I felt part of a family business with big ambitions.

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“Midland Lead has a strong belief in career progression and after starting as a telesales assistant, with support and training, I worked with the Regional Sales Managers and then progressed to RSM myself where I covered large parts of the UK. My main role was to reintroduce clients to Midland Lead’s range of roofing and construction products, and I believe this progression helped me gain the experience to contribute to the senior management team.



Kyle Hazeldine, Sales and Marketing Manager

“Since my new role was announced internally, I have been overwhelmed with support, especially from colleagues and customers that I have established good relationships with over the years. I learnt so much from Lynn, who was a great role model and mentor to work alongside as she had years of experience. Our working relationship was strong, and I know I am filling some big shoes here.

“I am really fortunate to be appointed Sales and Marketing Manager and for me, it is just the beginning. I will continue to learn and gain new skills that will benefit both Midland Lead and the wider team. I am really looking forward to establishing myself in this new role and leading the sales team as we have a very exciting future.

Boudewijn Tuinenburg, Managing Director of Midland Lead said: “With his successful track record in sales and customer development, Kyle has continuously shown an appetite for progression and an ability to learn and share ideas, we know that Kyle has the drive and knowledge to contribute to our business ambitions.

“Kyle will head the sales and marketing strategy to further build the market presence and brand awareness as a sign of our commitment to continue to achieve strong growth for Midland Lead. We would also like to thank Lynn for her valuable contribution over the last four years.”