

## BIGGA Appoints New CEO

Jim Croxton has been appointed as BIGGA's Chief Executive Officer, following a thorough and searching recruitment process.

Jim comes to BIGGA from the PGA, where he served most recently as Sponsorship Manager, having previously held the posts of Regional Secretary of the PGA North Region and National Tournament Director.

BIGGA Chairman Andrew Mellon said, "On behalf of the BIGGA Board of Management and our members I am delighted to announce the appointment of Jim Croxton as our new CEO. He is a confident, energetic and determined golf industry professional, with a track record of driving and implementing commercial and operational strategies, delivering successful and financially secure events and leading and motivating teams of staff.

He has more than 12 years of experience of senior roles within

The PGA, a volunteer committee-led members' Association."

Jim said, "I am proud and delighted to be appointed to this role and am looking forward immensely to working with the Board of Management and the excellent team at BIGGA HOUSE to continue the work of the Association. The work of BIGGA members is fundamental to the future health of the game of golf and I am convinced that the Board's ambitions to raise the profile of this vital work are worthy and achievable.

"At the same time I am sad to leave the PGA as I have thoroughly enjoyed the privilege of 16 years employment with them but am heartened by the fact that the two organisations enjoy a close relationship, so our paths will hopefully continue to cross."

Jim was born in July, 1972, and is a BSc Honours graduate of Leeds University. An active



golfer for over 20 years, playing off 6, he also represented Northamptonshire at Junior level.

He regularly participates in several sports including 5-a-side football, tennis and skiing; and is a keen spectator of most sports, particularly football and rugby union.

He lives near Macclesfield with his partner, Caroline, and children, Samuel and Megan.

## Change at Avoncrop

Avoncrop Amenity Products has announced that they are to restructure their business by the middle of June and will operate solely from their recently acquired site in Winkfield, near Windsor.

"We decided that now was the time to restructure our business as the lease for our Sandford, North Somerset site comes up for renewal. We also believe that basing our business in one location means we can benefit from greater cost efficiencies and give our customers a continued high level of service," said Managing Director, Rod Feltham.

The head office and business operation will now be performed from the Winkfield site, including sales, technical support, distribution and finance. The technical field staff will not change and it will be business as usual.

"We recognise the importance of ensuring our customers are serviced in the best way possible. By optimising our operations in one location, we believe we can focus on offering quality products, competitive prices and service to those we do business with in the amenity sector," said Director, Johanna McCloskey.

## New Sanli Man

Sanli UK, has strengthened its national sales team with the appointment of Russell Kelly as Area Sales Manager for the South of England and parts of East Anglia.

Russell takes over an area looked after previously by Claire Morris who, in her new role as the company's General Manager, is working with and supporting Mark Osborne in his dual capacity as Managing Director of Sanli UK Ltd and Director of European Operations, China Engine Group, Fujian Sanli Engine Co Ltd.

Russell joins Sanli UK from well-known garden machinery dealer, Tylers Ltd of Uckfield, East Sussex, where he had been for the past 15 years, initially as Sales Manager and latterly as Sales Director. Prior to that, Russell was a Regional Sales Manager with Atco Qualcast.

"I have watched Sanli's progress with great interest over the past 18 months and am delighted to be joining a company that is the first subsidiary of a Chinese outdoor power equipment manufacturer to be established in Britain," commented Russell.

