

# People on the move: key North East appointments and promotions

**Durham based EMG Solicitors** is celebrating six senior promotions. The business, which has offices in Durham, Newcastle, Darlington, Penrith and Manchester, has promoted Charlotte Greenwell in Durham to associate in the Court of Protection (COP) health and welfare team, and Mike Cattermole and Claire French are promoted to associate and senior associate in the wills, trusts and probate department. In Gosforth, Nicola Ife is promoted to associate in the COP property and affairs team with Emma Etherington progressing to associate in wills, trusts and probate. In Darlington, Daisy Hebblethwaite is promoted to associate in the family department.

Emma Gaudern, managing director, said: "Our people really do remain at the heart of the EMG business and their development will always be a key priority for us. Helping our people thrive is a big part of our culture here, not only in supporting our outstanding client service levels but ensuring we continue to be a great place to work. In 10 years, we have come a long way as a business and that is solely down to our wonderful people. We are passionate about creating an environment where everyone can thrive and benefit from the great career opportunities we have available. This is something that we support through our fantastic career development programme.

"I know that Charlotte, Mike, Claire, Nicola, Emma and Daisy will flourish in their new roles and continue to be a real credit to the EMG family. And I'd like to wish them all the very best."



Aman Singh, Rowen & Pink Boutique's new chief digital marketing officer.

(Image: Rowen/Pink Boutique)

**The former head of digital marketing for Dunelm and Next** has joined homeware and fashion brands Rowen and Pink Boutique to lead their online strategies.

Aman Singh has been named chief digital marketing officer for the two firms as they look to accelerate their online presence. He brings extensive experience from previous roles heading digital teams for major brands Dunelm and Next, where he spent more than nine years developing and implementing strategies to enhance brand visibility, drive customer engagement and increase sales.

He said: "I am excited to join the dynamic teams at Rowen and Pink Boutique. Both brands have established themselves as disruptors in their respective industries, and I am eager to leverage my expertise to further elevate their digital presence. In today's rapidly evolving digital landscape, brands must connect with consumers effectively online, and I

look forward to driving innovative digital marketing initiatives that resonate with our audiences and further fuel business growth.”

Co-founder Alice Hall said: “We are delighted to welcome Aman to our team. His extensive experience and strategic vision will be invaluable as we continue to expand our online presence.”



Angela Keyworth of Simply Learning  
(Image: Simply Learning)

**National training provider Simply Learning** (formerly Expedient Training) has appointed Angela Keyworth as director of retrofit and renewables training to grow its retrofit training division. Ms Keyworth, who has been running JWP Success Ltd for seven years, is bringing her existing client base and team over to the company, which specialises in construction,

utilities and green skills. Her role at Simply Learning will be to expand the current client base with the backing of the larger training organisation, allowing them to support more people to upskill ahead of net zero 2050.

Ms Keyworth, who is based in Sheffield, will give Jarrow-based Simply Learning an additional site to deliver more training in the North and Midlands and will be responsible for running the new Retrofit and Renewables training centre.

She said: "Simply Learning is a fantastic forward-thinking company, with high values and integrity in line with my own. We are both very passionate and focused on meeting the shortfall of qualified retrofit and renewables professionals in the market. Moving my offering to Simply Learning will allow me to grow my team and benefit fully from the infrastructure and sales support of this larger entity."

Alexander Johnson of BDN  
(Image: Elliot Nichol Photo)

**Sunderland architectural and engineering firm Building Design Northern** (BDN) has appointed Alex Johnson as a structural engineer. Mr Johnson is a qualified civil and structural engineer, with six years' experience with a regional engineering consultancy.

He joins the firm, which has offices in Sunderland and Ulverston, to work on a number of high-profile contracts for BDN's clients which include British Steel and B&Q.

He said: "I'm really pleased to be part of BDN, a firm that has really ambitious plans and is working on some fantastic projects for an impressive client list. I've been fortunate to work on a broad range of projects – both residential and commercial – and across a range of sectors to date, so I am looking forward to putting that experience to use as I settle into the BDN team."



Lauren Angus of Miller Homes North East  
(Image: Miller Homes North East)

**Lauren Angus has been appointed** sales director at Miller Homes North East. Ms Angus has joined Miller from Taylor Wimpey North Yorkshire, where she held the position of sales and marketing director.

Her appointment follows the announcement that Miller Homes' regional operations director for the North East, Ryan Lincoln, will lead the company forward.

She said: "The root to branch service that Miller provides is completely geared to making house buying as painless and as pleasurable as possible. I'm passionate about the importance of the customer experience and of the benefits of new builds and am very much looking forward to helping buyers identify and secure their new home."