

Pub operator Liberation Group makes changes to board

South West pub operator and brewer Liberation Group has announced two changes to its senior leadership team. The company, which also owns Butcombe Pubs and Inns and Butcombe Brewing Co, has appointed Jayson Perfect as chief operating officer and Jamie Queen as chief growth officer.

The business said the duo would help drive growth and performance across its business.

Mr Perfect, who was [appointed to the board](#) last November, will have responsibility for the day-to-day operation of Liberation Group's pubs and drinks businesses, and accountability for its profit and loss delivery. Mr Perfect joined the Jersey-based company in 2017 from Dorset's Palmers Brewery.

Mr Queen is a new hire to the group, with previous roles including group marketing director for Thomas Cook and chief commercial officer for Buzz Bingo.



Jamie Queen is the new chief growth officer of Liberation Group

(Image: Liberation Group handout)

Jonathan Lawson, chief executive of Liberation Group, said: “We have made very strong progress over the last few years and have clear opportunities for further growth including accommodation, events and experiences, enhancing our digital customer journey and accelerating our free trade growth.

“These appointments align completely with our strategy to focus on these areas of growth alongside our existing operations, continued desire to deliver outstanding service to our customers and creating value for the group.”

Last year Liberation bosses said the firm was looking to [significantly expand the number of rooms across its estate](#) of

inns, amid “strong demand” for its accommodation.

Like this story? Why not [sign up](#) to get the latest South West business news straight to your inbox.