



Collas Crill evolves operational departments

January 2017

In line with the firm's strategic goals for 2017, Collas Crill has further aligned its operational business development department with its global brand.

In recognition of his on-going strategic and global contribution, [Iain Beresford](#) has taken on the role of Chief Business Development & Marketing Officer.

[Iain](#) has continued to develop the firm's strategic marketing and business development capabilities since joining the firm in 2008. He has been instrumental in developing the Collas Crill brand strategy and in developing an operational model to help drive change and achieve quantifiable business results.

Starting in the London office, [Iain's](#) role has grown with the firm, contributing to the public perception across its global markets, helping to enhance the firm's culture and focusing on client experience.

[Jason Romer](#), Group Managing Partner, said: "The investment and delivery of first class business services is undoubtedly a key strand in Collas Crill's competitive advantage.

"The positioning of the firm and our hugely enhanced reputation is critical to the choices our clients make. [Iain](#) continues to influence the development of our firm every step of the way, reflecting Collas Crill's core values.

"As a firm, we must be willing to change, adapt and grow in order to continue to offer the highest standards of service our clients expect and both departments are committed to finding simpler, faster and smarter ways to help our firm reach its full potential."

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