

## Miriad appoints Penny Whitelock as next generation CEO



**Staffordshire, Burton-on-Trent, Mar 16, 2021 ([Issuewire.com](https://www.issuewire.com))** - Miriad Products Ltd is set to evolve further with the appointment of Penny Whitelock as CEO.

Back in 1999, following an MBO by Mike Ham, Richard Toon, and later Brian Croshaw, Miriad was formed. Now the business has come of age, Penny is taking the wheel on the next stage of its journey.

Penny joined the business as Managing Director in November 2019, with more than two decades of experience at the senior leadership level including nine years as MD at Auto Trader. Prior to her appointment as Miriad's MD, she supported the business in a coaching and mentoring capacity with a keen focus on people and their progression. Under her guidance, the business has grown and adapted in challenging conditions and she has steered the move to new premises in Uttoxeter, Staffordshire, which are three times larger than their former Derbyshire home.

Penny comments, "With a keen eye on our customers and innovation, we are ambitious to see the business grow organically by 25% in the next three years. Acquisition plans are also being considered to broaden our product and customer bases. We are investing in our future, not only in new premises and machinery but in our people. They have been highly motivated, keen to learn, open-minded and together we will continue to enthusiastically drive Miriad forward to embrace new opportunities and progress and grow the legacy of the original owners."

Exiting Miriad CEO, Mike Ham, will continue his interests in Miriad as a shareholder and at the group board level. His operational responsibilities will fully transfer to a sister group company, [Doublecool](#), which is seeing significant growth also. Mike is CEO of that business and he will focus fully on locking in the considerable opportunities that he has created in 2020. Before embarking on new ventures outside of the industry, Richard Toon and Brian Croshaw will remain at Miriad during H1 2021 and will complete the succession plans for their roles which began in February 2019.

The remaining team wishes them all the best in their next ventures.

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