



Roger Williams, RAC Business Sales Director

Jan 19, 2017 09:30 GMT

## **RAC appoints Roger Williams to head up Business Services sales team**

RAC Business Services has strengthened its sales team and is looking to future growth with the appointment of Roger Williams as its new sales director.

Williams, who has almost 20 years' experience in the sector, said he was excited by the range of products offered by the RAC and its progressive approach to the industry, which was key in his decision to take on the role.

Williams will head up the RAC's Business Services sales team, following the retirement of Jenny Powley in 2016, and joins from the AA where he was business services director. He spent 15 years at the AA in B2B and previous to that he was employed at the Lombard Group in various B2B and motoring finance roles.

Williams, who is based at the RAC's headquarters in Bescot near Birmingham with the Business Services team, said: "It's an exciting time to be at the RAC and I'm really looking forward to bringing my experience of the sector to the team, as well as working with them to continue to deliver a great customer experience and demonstrate the innovative products and services we have to offer.

"I believe the RAC has a progressive approach to meeting the demands of businesses, fleets and motor manufacturers and is embracing the future of the industry with developments in areas such as telematics. The RAC is in a strong place and I look forward to being part of the growth of the business this year."

David Wallace, director of RAC Business Services, said: "I'm very pleased to welcome Roger to the RAC as I know he brings with him valuable experience and knowledge of the B2B market, which he will put to good use heading up the Business Services sales team.

"Having worked with him for many years previously, I'm confident he will play a key role in delivering the growth we're aiming for in 2017."

**ENDS**

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## Contacts



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