

PRESS RELEASE

July 14th 2025

**Aurora appoint Simon Beveridge as Regional Sales Director
and open new Warrington operation**



LONDON, 14th July 2025: Aurora Managed Services ('Aurora'), today announced the appointment of Simon Beveridge as Regional Sales Director and the opening of a new Warrington operation.

In his new role Simon will lead the Aurora's sales operations across the North of the UK, driving the workplace managed services salesforce and growing the Aurora presence.

Aurora's Group Sales Director, Paul Rylands said: "Simon is a fantastic leader and brings great expertise and experience to Aurora. He has over a decade of proven success leading sales operations and understands exactly what customers need from their managed services. I know from working alongside Simon in previous roles that he's an energetic and inspiring person to have in a business, he will inspire our people and help us drive the Aurora business forward."

Simon commented "I'm genuinely excited to be joining Aurora at such a pivotal time. The business has huge potential, with a strong reputation, a broad and innovative service portfolio, and a team full of passionate and talented individuals. I'm especially looking forward to reconnecting with some former colleagues and getting to know the new faces across the organisation. There's a real sense of energy and ambition here, and I'm thrilled to be part of it. It's great to be joining a business with the right mix of expertise, partnerships, and backing to really make an impact in the managed services space. I'm very happy to be on this journey and can't wait to get started."

As well as driving the sales operations, Simon will be working closely with the senior leadership team to shape the strategy and expansion of Aurora for the North of the UK.



Aurora have also opened a new Warrington operation this week, another major investment to grow the business and customer base in the North region. Located near the junction of the key regional motorways and several major cities, the new Warrington office will act as a regional hub for the North West operations, ensuring local customers are supported by locally based account managers from Aurora.

Ends.

About Aurora Managed Services

Aurora is one of the UK's leading independent providers of print, document, workflow and telecoms technology, delivered as a managed service. Aurora provides tailored systems which combine the best hardware and software technology from market leading manufacturers with Aurora's pro-active managed service delivery.

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