

PRESS RELEASE

13th January 2026



**Aurora Managed Services appoints Sarah Carter
as Chief Commercial Officer**

LONDON, 13th January 2026: Aurora Managed Services ('Aurora'), today announced the appointment of Sarah Carter as Chief Commercial Officer.

Sarah has 30+ years of experience in the managed services sector, and significant board-level expertise of driving growth through people, operational excellence and commercial strategy.

Prior to joining Aurora, Sarah was Vice President of Business Management at an international managed services provider and has led sales and business process operations at several significant organisations through growth and acquisition phases.

Aurora CEO Martin Oxley said: "I'm delighted to welcome Sarah Carter to Aurora as our new Chief Commercial Officer. Sarah joins us with fabulous career credentials and proven sector experience, most recently in a VP capacity. Her knowledge of optimising commercial operations and the processes they rely upon will drive efficiency as Aurora continues to expand, and her personal insight and skillset will be invaluable to our business development strategy."

Sarah Carter commented, “I’m really excited to be joining Aurora at this crucial time. With a strategy of further acquisitions and rapid growth, my focus will be on helping the business to adapt and evolve, maximising operational efficiency and the effectiveness of processes internally, with our customers and with our business partners. I enjoy leading empowered teams who thrive because they know their value, work together and understand the company strategy and vision and I’m looking forward to bringing this to Aurora.”

Ends.

About Aurora Managed Services

Aurora Managed Services provide pro-actively managed workplace technology and support to organisations nationwide, helping them to optimise the performance and productivity of their staff and technology, and become more efficient, agile, secure and sustainable.

Our technical expertise spans all aspects of print and document processes, managed IT services, workflow automation and AI, business telecoms and workplace technology.

One of the UK’s leading independent providers of managed services, Aurora creates tailored solutions which combine the best hardware and software from market leading manufacturers with Aurora’s pro-active managed service delivery.

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