



6 August 2025

Maintel Holdings plc Appointment of Chief Operating Officer

Maintel Holdings plc ("Maintel" or "the Company"), a leading provider of cloud communications, connectivity and security managed communications services, is pleased to announce the appointment of Sarah Roberts as Chief Operating Officer (COO) who joined the company on 29th July 2025.

Sarah is an accomplished telecommunications executive with a proven track record of driving strategic growth, operational excellence, and large-scale transformation initiatives across organisations. She has extensive experience working across leading FTSE 100, S&P 500 and private organisations including Baringa, Motorola Solutions and Vodafone.

As part of Maintel's ongoing business transformation, the Company has been focused on further strengthening its senior leadership team. Sarah's appointment as COO will enhance the Operating Board's expertise as Maintel continues to deliver on its strategic pivot from a generalist to a specialist managed service provider.

In her new role, Sarah will lead the Company's operations strategy, with a focus on enhancing service delivery, accelerating digital transformation, and strengthening the customer experience across all business lines.

As COO, Sarah will be responsible for:

- **Streamlining end-to-end operational processes** to support the company's growth strategy and improve delivery efficiency.
- **Enhancing customer satisfaction and retention**, placing greater emphasis on proactive service management and operational transparency.
- **Overseeing the company's project delivery, service operations, and customer support functions**, ensuring best-in-class execution across all client engagements.
- **Driving innovation and continuous improvement** in Maintel's service model, with a focus on leveraging automation, data intelligence, and cloud-first capabilities.

Dan Davies, Chief Executive Officer, commented:

"We are delighted to welcome Sarah to the Operating Board in the position of Chief Operating Officer. Sarah brings with her a wealth of experience from her extensive career in the broader telecommunications sector. We are confident that her understanding of the markets that we operate in and strong track record of delivering transformation initiatives will be invaluable to Maintel as we continue our business transformation."

Sarah Roberts, Chief Operating Officer, comments:

"I am excited to be joining Maintel at such a pivotal time in the Company's journey, as it moves away from being a generalist business. I believe that Maintel's offering stands out as differentiated in a competitive market, and I am excited by the roadmap ahead and the long-term potential for the business. I look forward to working closely with my new colleagues as we deliver on our compelling growth strategy."

* Sarah Roberts' previous [roles/experience] include:

- **Telecoms & Technology Consulting Director at Baringa**, a leading management consultancy with more than 2,000 employees globally
- **Programmes & Core Operations Senior Director at Motorola Solutions**, a global leader in mission critical communications
- **Several roles at Vodafone**, a global telecoms leader, spanning **Programme Management, Propositions and Transformation**.
- **Management Consultant at BAE Systems**, an international defence and security technology firm
- **Consultant, Information and Technology Risk at Deloitte**, a big four management consultancy firm

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Notes to editors

Maintel Holdings Plc ("Maintel") is a leading provider of cloud communications, security and connectivity managed communications services to the UK public and private sectors. Its services aim to help its clients create customer experiences, services and workplaces that inspire and empower people, with a focus across three strategic pillars of technology:

- **Unified Communications and Collaboration** - Making customers' people more effective, efficient, and collaborative with UC&C technology. The core focus of this pillar is the high growth Unified Communications as a Service (UCaaS) market segment.
- **Customer Experience** - Helping customers to acquire, delight and retain their customers using customer experience

Customer Experience - Helping customers to acquire, design and retain their customers using customer experience technology. The core focus of this pillar is the high growth Contact Centre as a Service (CCaaS) market segment.

- **Security & Connectivity** - Securely connecting customers' people, partners and guests to their cloud platforms, applications, and data with secure connectivity, and protecting their business from cyber threat. The core focus of this pillar is the high growth Software Defined Wide Area Networking (SD-WAN) and Security Service Edge (SSE) segments.

Maintel combines technology from its strategic, global technology vendor and carrier partners, with its own Intellectual Property, deployed from and managed by its own platforms, to provide seamless solutions that its customers can consume without the need for the internal skillset required to design, deploy and manage the technology themselves.

Maintel serves the whole market, with a particular focus on key verticals of Financial Services, Retail, Public Healthcare, Local Government, Higher Education, Social Housing and Utilities. Its core market constitutes organisations with between 250 and 10,000 employees in the private, public and not-for-profit sectors with headquarters in the UK.

The Company was founded in 1991 and it listed on London's AIM market in 2004 (AIM: MAI).

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