

Team of the year

Following the Building Safety Act 2022, Knauf's marketing and technical teams strategically shifted to a collaborative integration of teams enabling shared focus and goals to ensure greater customer satisfaction.

Led by Head of Marketing Liam Poole and Head of Portfolio & Technical Jimmy Collins, the teams pivoted as one to ensure sector specific technical information was curated and targeted to the right customers at the right time turning regulatory confusion into trusted industry leadership. The team tightened its focus across five core sectors, including High-Rise Multi Occupancy (HRMO), Healthcare, and Education.

Working alongside agency partner Cite, the integrated team executed four major activations:

- Understanding Fire Test Data and Classification Reports - The 5 A's: Addressing Gateway 2 rejections.
- EPDs Unwrapped: Spearheaded by Becky Broadbent, demystifying whole-life carbon data.
- Neuroinclusive Data Sheets: Improving document accessibility for 25% of the workforce.
- HRMO Sector Campaign: Led by Mark Enderby, Miles Ellison, and Lee Lambley, introducing an updated guide and a three-click NBS specification system.

With Amy Best managing lead scoring and Cat Atterbury leading digital execution, the team achieved a 40-point increase in customer promoters, a 40% uplift in CPD bookings, and generated a £63.8 million sales pipeline from the Understanding Fire Test Reports Campaign alone.

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Knauf achieved a 40-point increase in customer promoters in 2026 compared to 2025



“What Liam and Jimmy’s teams have achieved is a great example of what happens when marketing and technical expertise work as one. They’ve taken complex industry challenges and turned them into practical solutions that help our customers.”

Paul Campbell,
Commercial Director, Knauf UK & Ireland