

Piers Banfield, Group Sales and Marketing Director

Banner Role

As *Group Sales & Marketing Director* of Banner Homes, Piers has been responsible for transforming Banner into a marketing driven company where customer's requirements are the first consideration. Piers rebranded Banner in 1999 to reflect his extensive refinement of the company's product and specification, and also set up an in-house Interior Design Department. The past eight years has seen Piers concentrate on developing Banner's Sales & Marketing Department whilst driving forward better standards of design and specification in Banner and thereby in the industry as a whole.

Vision

To take the house building industry into the 21st century in terms of the quality of its product design, product delivery and customer service, whilst of course also making sure that Banner continues to be a leading light in that industry

Past Life

A Chartered Surveyor with an Honours degree in Land Management from Leicester and a Diploma in Marketing, Piers started his career in 1990 with a three year stint with Ideal Homes and Trafalgar House Developments as a Graduate Trainee and then Land Buyer. His career with Banner Homes began 15 years ago when he took the role of Land Manager. He progressed through Land and merged into Sales, becoming Land & Sales Director. Following the management-buy-out in 1999, in which he and four colleagues took the company from public to private ownership, he took the role of Group Sales & Marketing Director.

Up Close

Messing about on the water is definitely up there amongst Piers' favourite pastimes, with his passion for wet sports and sailing. He has sailed the parts of the English Channel, Irish Sea, Mediterranean and Caribbean. On dry land, he is a keen skier, enjoys reading history and is kept busy by a young and growing family.

To contact Piers please email banfield@bannerhomes.co.uk