



News release

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ROCOL strengthen focus on customers with new appointment

A new Head of Customer Experience has joined the team at global industrial lubricants, cutting fluids and line marking systems manufacturer, ROCOL.

Ellen Limbert joins from her previous role as Senior Customer Experience Manager within the digital division at Leeds Building Society.

ROCOL is a market leader in the manufacture of high-performance lubricants for some of the most challenging operations and applications in industry. The company's industrial lubricants, cutting fluids and line marking systems are used by engineers across the globe in the industrial, food processing, metalworking, aerospace, site safety and heavy industry sectors.

Part of ITW, a multinational, US-owned, Fortune 150 company, ROCOL is one of four teams within the ITW Fluids Europe division that Ellen will be responsible for in her new role.

Ellen brings a wealth of digital transformation experience to the business from her time at Leeds Building Society, where she took an underutilised online platform and turned it around to deliver continual service to users with no drop off during the Covid-19 pandemic. Before this, Ellen spent 12 years at Minster Law. It was here that she headed up the team that made Minster Law the first personal injury law firm to have a chatbot as the first point of contact for potential clients.

At ROCOL, Ellen will be working with her teams to ensure that the customer is at the heart of everything the business is doing. She will also be looking at existing systems to see how they can be best used to serve customers.

Ellen says, "I have been impressed with the ambition within the business and the dedication to doing the right thing for customers. The opportunity that I have been given by Andrew is one that I couldn't turn down. I'm excited to pull the teams together and use customer focus as the thing that binds us all. Whilst there is deep heritage in the brand, which is exciting, it shouldn't inhibit us from moving forward and helping the business claim an even bigger market share. I'm very excited for what the future holds."

Commercial Director Andrew Hemingway says, "Ellen brings with her a proven track record of digital transformation not only from her time with Leeds Building Society but also from her work with other large corporations. From the moment we met, I have been impressed with her drive and positive attitude."



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"ROCOL is renowned for delivering excellent service to customers, but we are determined not to rest on our laurels as we know there is always more that we can do. Ellen will help us move forward in these areas and help foster a sense of unity across the four Fluids Europe businesses."

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