



**Lauren Reed**

**UK Sales & Marketing**

**Potentiality UK Ltd**

Lauren Reed is an enthusiastic sales professional with over 20 years of experience.

Lauren has been employed with Potentiality for the last 18 months as Head of UK Sales and Marketing.

Despite 'lockdown', she has had great success. The Potentiality platform has become highly sought after due to its rapidly increasing functionality and recognition as a fantastic All-In-One community and zero input fundraising database solution for many schools and organisations.

Lauren specialises in customer service and attributes Potentiality's growing popularity to their top-rated Customer Experience.