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## Duo of Shareholding Directors Added as Abstrakt Continues Growth

**Leading website design and development agency, Abstrakt, has announced two new shareholding directors, following a strong year for the Nottingham-based agency which saw multiple new client appointments.**

Nikki Taylor and Jamie Jenkins, who are both celebrating their seven year work anniversaries at Abstrakt this month, will join Founder's Lauren and Marc Swarbrick in strengthening the leadership team as part of the firm's ambitious growth plans. The decision to add two new equity partners also forms part of succession and continuity planning, providing clients, partners and employees with confidence that the agency will operate under wider governance.

Lauren Swarbrick, Co-Founder and Managing Director of Abstrakt, said, "We are delighted to announce that Nikki and Jamie are now equity partners at Abstrakt. As individuals and now as business partners we are completely aligned and I'm excited to continue on this journey together. We are going into 2024 stronger than ever and with a crystal clear vision on how and where we can have the biggest impact."

Alongside their roles as equity partners, Nikki will continue to oversee all projects as Head of Digital whilst Jamie, as Technical Director, will be responsible for the technical direction of Abstrakt and all of its projects.

Nikki commented, "Reflecting on my seven years at Abstrakt, they are filled with nothing but joy and positivity. As a leadership team Marc, Lauren, Jamie and myself have grown the team into what it is today. And to be welcomed as a director and now trusted as a shareholder of the business only adds to the passion, enthusiasm and dedication I have towards Abstrakt, my fellow directors and our awesome team."

Jamie commented, "Seven years ago, I was entrusted with the task of creating a department from scratch. We've come so far already, but we're just getting started - the possibilities are endless and we're now perfectly positioned to hit our goals. It's an honour to be asked to step up and take a key role in shaping our future."

Abstrakt, which was set up in Nottingham in 2006 and specialises in elevating brands' online through the creation of high performing, highly functional, brand-centric websites, will proudly continue to be 50% female owned and run as it aims to change industry standards, which sees only 0.1% of creative agencies being owned by women. This new direction for the business will allow it to plan for the future, elevating and strengthening the leadership team whilst enabling Abstrakt to continue being an expert within its industry which sees it work with clients such as Hain Celestial Inc, Ella's Kitchen, Brickability PLC, GL events UK and more.

### **Notes for Editors:**

About Abstrakt

Abstrakt is a leading web design and development agency specialising in elevating brands' online through the creation of high performing, highly functional, brand-centric websites. Set up in 2006 by Founder's Lauren Swarbrick and Marc Swarbrick, Abstrakt creates powerful online experiences accelerated by insight and driven by purpose.

- Digital branding experts, Abstrakt specialise in elevating brands' online.
- Abstrakt builds and maintains websites on Craft CMS and is proud to be one of only a handful of Craft Verified partners in the UK. Craft CMS is a flexible, user-friendly content management system for creating completely bespoke digital experiences. Craft developers build from scratch, not manipulate, so the resulting sites are 100% customised and completely bespoke in terms of both design and functionality.
- On a journey toward better sustainability, Abstrakt has pledged to make an impact with a greener business and a greener web.

For all Abstrakt media enquiries please contact Maisie Wallace or Merryn Rodwell at Voice Communications

[maisie@voicecommunications.co.uk](mailto:maisie@voicecommunications.co.uk) / [merryn@voicecommunications.co.uk](mailto:merryn@voicecommunications.co.uk)