

Burrana's David Pook becomes Vice President of Customer Experience



David Pook has become Burrana's VP Customer Experience

[Burrana](#) announced today that David Pook has been appointed VP Customer Experience, effective immediately.

Pook joined Burrana in 2019 as VP Marketing and Sales Support leading the global marketing and sales operations team.

As VP Customer Experience Pook broadens his remit to lead global sales, program management, marketing, OEM partnerships and contracts, centralizing management of all customer-centric

touchpoints across the business.

“With an unwavering passion for bringing innovative customer experiences to life, coupled with a strong technical background and a rapport with the industry spanning 25 years, David is the perfect candidate to take on this new opportunity,” said Graham Macdonald CEO Burrana in a December 22 statement.