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Ashley Bignall takes another significant step in his successful career by joining BB Merchant Services, a leading provider of payment processing advisory and cost reduction services. Known for his expertise and leadership in corporate sales, Ashley brings a wealth of experience gained through years of dedication both in the armed forces and in the competitive financial services sector.

His new role as Corporate Sales Director reflects his passion for continuous growth and success in a rapidly evolving industry.



A Journey Defined by Leadership

Ashley's career path to date is a testament to his resilience and adaptability. His early education at Greenwood Dale School laid the foundation for his strong work ethic, where he achieved 13 GCSEs, including 8 Bs and 5 Cs.



However, rather than following a conventional career route, Ashley embarked on a journey by joining the British Army. He served as a Human Resources Specialist with the Royal Dragoon Guards, a prestigious tank regiment stationed in Münster, Germany, before being deployed to Catterick Garrison.

**TEAM
WORK**



His military career offered him invaluable experience and a diverse range of skills that would later fuel his success in the corporate world. His deployment to Iraq as part of Operation Telic 11, from November 2007 to May 2008, played a role in shaping his leadership abilities, resilience, and capacity to thrive in high-pressure environments. These years instilled in Ashley the value of discipline, strategic thinking, and teamwork; attributes that he transitioned into his post-military career.

Thriving in the Corporate World: The Climb to Success

After leaving the military, Ashley entered the world of corporate sales, where his determination and leadership skills were swiftly recognised. His journey into the sales arena began six years ago when he joined Worldpay, starting in their telesales team.

Ashley's drive and natural aptitude for leadership propelled him through the ranks in a short space of time. His rise from Regional Business Manager to Corporate Sales Director is a testament to his hard work and ability to excel in a competitive industry.

Throughout his career, Ashley has been recognised for his outstanding achievements in sales. He has received numerous accolades, including being named Sales Executive of the Month multiple times, and he won the prestigious Regional Business Manager of the Year award in 2022. More recently, in 2023, he was honoured as the Mid-Market Seller of Q3, further cementing his reputation as a top performer in the payment solutions industry.



Now, as he steps into his role at BB Merchant Services, Ashley brings his considerable expertise to a company known for its payment processing advisory and cost reduction services. Also, for having a customer-centric approach. BB Merchant Services is an industry leader, providing a wide range of tailored payment processing and fee reduction solutions to businesses of all sizes.

Whether offering secure online payment systems or advanced point-of-sale solutions, BB Merchant Services prides itself on helping businesses streamline their payment processes, cut costs and enhance customer satisfaction.

With Ashley's proven track record in sales leadership, he is set to play a pivotal role in helping BB Merchant Services expand its reach and continue to innovate its offerings, ensuring the company maintains its leading position in a fast-moving marketplace.



Passions and Interests Outside the Office



Ashley is also a fitness enthusiast who dedicates six days a week to a strict workout routine, combining weightlifting with cardio to maintain peak physical condition. His passion for fitness extends beyond the gym, as he regularly participates in sports such as snooker and badminton. Ashley is also an avid football fan and closely follows the sport.



In 2022, Ashley undertook the Tough Mudder challenge at Belvoir Castle, pushing himself to the limits in an endurance race that tested both his mental and physical resilience. He also showcased his competitive spirit and charitable nature by being a finalist in a 5-a-side football tournament supporting the Hike for Mike Foundation, a cause close to his heart. His dedication to both fitness and charity mirrors his professional ethos of perseverance and giving back to the community.

Balancing Career and Family: A Devoted Father

Despite his demanding professional life, Ashley remains deeply committed to his family. A father to four daughters, he cherishes every moment spent with them. Weekend walks in the countryside have become a family tradition, providing Ashley with a peaceful break from his busy schedule.

Whether it's exploring the outdoors or engaging in family activities, Ashley ensures his work-life balance prioritises the happiness and well-being of his loved ones.



Looking Ahead: Driving Growth at BB Merchant Services

As Ashley embarks on his new role at BB Merchant Services, he is more determined than ever to make a lasting impact. His deep understanding of the payment solutions industry, coupled with his leadership acumen, positions him as a key asset to the company's future growth and development.

As the payment solutions landscape changes, Ashley's strategic vision and proven leadership make him a key figure in ensuring the company's ongoing success. His role will be central to shaping the future of BB Merchant Services, enabling it to stay ahead of industry trends and remain a trusted partner for businesses both in the UK and internationally.

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