

**27th October 2020**

## **PlotBox Announces Collaboration with WoodWynd End of Life Consultancy**



PlotBox, the international death care management application focused on helping cemeteries and crematoria operate to world class standards, today announced a collaboration with George Simpson of WoodWynd Consulting to assist with the development of the business in the APAC region.

“We are pleased to announce our collaboration with WoodWynd Consulting,” said Sean McAllister, PlotBox CEO. “George is a dedicated Death Care industry professional, with Over 30 years of experience in the sector and has worked for some of the largest Funeral and Cemetery operators in Australia and the UK. His most recent role was as CEO at Rookwood General Cemetery, where George oversaw a transformation of the operation in multiple respects.”

“I’m looking forward to our collaboration in the APAC region, having worked with the highly professional team at PlotBox over the last 3 years introducing innovative end of life digital solutions to our multicultural communities,” said George Simpson, Principal of WoodWynd Consulting. “Through our partnership we can continue to develop and improve the experience of cemetery and crematoria users into the future.”

During George’s three decades in the industry he has performed a diverse range of roles including Funeral Director, Regional Manager and Chief Executive Officer. George’s involvement in the death care sector has enabled him to improve the experience and services delivered to bereaved clients. This includes searching for unique and innovative ways to provide consumers with educated choices in purchasing Funeral and Cemetery Crematoria related products.

George recently established WoodWynd Consulting, a boutique Funeral services consultancy aimed at assisting and working with operators in the Funeral and Cemetery sectors, helping to position and develop their businesses for the challenges and opportunities that the Australian Funeral industry will experience in the future.