



## **Mark Tuddenham**

**Area Care Manager - East**

**Hello, my name is Mark Tuddenham**

**Area Care Manager for the East region.**

### **About me**

I am proud to be the Area Care Manager for the East region. I consider myself privileged to lead a team of inspiring branch managers from our offices situated in Norfolk, Cambridgeshire, Lincolnshire, and Nottinghamshire. It is my responsibility to provide support and guidance to my team so they can ultimately provide high levels of care for their customers. I am fortunate enough to reside in Norfolk and so when I'm not working, I enjoy the beauty of the Norfolk Broads and taking picturesque walks along the Norfolk coast with my pet Labrador and family.

## **My experience and expertise**

My career background is largely associated with leisure and hospitality where I have managed health clubs and gyms as a regional manager across the UK. More recently, I have worked centrally in the capacity of a business transformation manager before assuming a head of operations role in the funeral sector. My passion is about coaching people in business to help them reach their true potential and to see them develop as individuals in a team environment.

## **Why I chose Helping Hands**

My career has always been putting people at the centre and concentrating on their health and wellbeing, whether that's helping people to achieve their personal goals in fitness or being there for families to support their end-of-life needs in the funeral sector, and now making a positive difference in providing exceptional home care for families. I find my role incredibly motivational and rewarding where I am well placed to make a real difference to the quality of life for people in need.