

To: All Staff

From: [Name of Senior Executive/HR]

Date: [Date]

Subject: Appointment of New Branch Manager - [Branch Name]

Dear Team,

I am pleased to announce that [New Manager's Name] has been appointed as the new Branch Manager for our [Branch Name] location, effective [Start Date].

[New Manager's Name] joins us with over [Number] years of experience in the [Industry Name] industry. Most recently, they served as [Previous Job Title] at [Previous Company], where they were responsible for [Brief mention of a key achievement or responsibility].

In this role, [New Manager's Name] will oversee all daily operations at the branch, lead our local team, and focus on [Key goal, e.g., improving customer service / increasing sales]. We are confident that their leadership will be a great asset to the branch and the company as a whole.

Please join me in giving [New Manager's Name] a warm welcome. They will be spending their first week meeting with each department to learn more about our current workflows and goals.

Best regards,

[Signature Name]

[Title]

[Company Name]