

# FunnL Appoints Barnaby Cook to Advisory Board, Boosts Content Strategy & Growth

*Barnaby Cook joins FunnL's Advisory Board to leverage his expertise in B2B sales across tech, manufacturing, healthcare, financial services, logistics.*

CALIFORNIA, CA, UNITED STATES, May 6, 2025 /EINPresswire.com/ -- [FunnL](https://www.funnl.com/), a globally recognized leader in B2B sales appointment setting, is excited to announce the appointment of Barnaby Cook to its Advisory Board. Barnaby's extensive experience in content production, storytelling, and media strategy will be instrumental as FunnL expands its innovative sales solutions across diverse industries.

## A Proven Leader in Content Production and Storytelling

Barnaby is a seasoned creative professional specializing in content production and storytelling. As the Co-CEO of Auspicious Group, he has successfully led the integration of award-winning businesses to deliver compelling media solutions. Prior to this, Barnaby founded and managed a media production company, where he

developed impactful content strategies for a diverse clientele. His expertise also includes hosting a podcast that delves into industry trends and insights, further showcasing his commitment to thought leadership in the media space. FunnL, a globally recognized leader in B2B sales appointment setting, is excited to announce the appointment of Barnaby Cook to its Advisory Board. Barnaby's extensive experience in content production, storytelling, and media strategy will be instrumental as FunnL expands its innovative sales solutions across diverse industries.

## A Proven Leader in Content Production and Storytelling



Barnaby Joins FunnL advisory board



Funnl full logo



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### Expanding FunnL's Reach Across Industries

FunnL has a strong track record of facilitating high-quality B2B sales meetings for tech companies and is now extending its AI-powered sales solutions to sectors such as manufacturing, healthcare, financial services, and logistics. Barnaby's deep understanding of content creation and media strategy will be invaluable in tailoring FunnL's messaging and outreach to effectively engage clients across these diverse industries.

### Barnaby's Perspective on Joining FunnL

"FunnL's innovative approach to B2B sales is transforming how companies connect with potential clients," said Barnaby. "I am excited to contribute my experience in content production and storytelling to help FunnL craft compelling narratives that drive engagement and growth across various sectors."

### Strategic Growth and Innovation at FunnL

Barnaby's appointment aligns with FunnL's broader strategy of enhancing its service offerings through strategic partnerships and leadership expansion. The company continues to integrate cutting-edge AI tools and form alliances with industry leaders to optimize its sales processes and deliver exceptional results for clients.

"Barnaby's deep understanding of content strategy and media production will play a crucial role in refining our communication and outreach efforts," said Sanju Pillai, CEO of FunnL. "His expertise will help us effectively convey our value proposition to clients across multiple industries."

### About FunnL

FunnL is an industry-agnostic B2B sales appointment setting company specializing in generating sales-qualified meetings for businesses in both tech and non-tech industries. With a robust portfolio of successful partnerships and a team of seasoned professionals, FunnL helps businesses of all sizes achieve sustainable growth through effective sales enablement, business development, and customer acquisition strategies.

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