



## **Merlin Entertainments announces senior marketing appointments**

- ***Ash Taylor appointed Global Brand Director, LEGOLAND***
- ***Matthew Williams appointed Global Brand Director, Midway Attractions***

**21 August 2019:** Merlin Entertainments (“Merlin”), a global leader in location-based entertainment, announces two senior appointments to lead the development of its global brands.

Ash Taylor joins as Global Brand Director, LEGOLAND incorporating the responsibility for global marketing and brand development of LEGOLAND Parks and LEGOLAND Discovery Centres with oversight of brand strategy, product development and customer engagement. Ash will also be the principal Merlin relationship partner with LEGO Group. He joins Merlin with a wealth of experience in FMCG and retail marketing, having worked with high profile brands including Coca-Cola, Unilever and Vodafone. Prior to joining Merlin, Ash led the development and performance of the Kids Category at Britvic as Global Category Director.

Matthew Williams is appointed Global Brand Director, Midway Attractions and will be responsible for setting and implementing brand strategies across the SEA LIFE, Dungeons and Eye brands. His particular emphasis will be on ensuring the consumer is at the heart of brand development while delivering world-beating product and commercial activations. He will also manage Midway’s global partnerships. Matthew too joins with a strong track record in both FMCG and retail organisations, having extensive experience of both local and global marketing roles at L’Oreal and Cadbury/Mondelez. Prior to joining Merlin, Matthew played a key role in the growth and development of Costa Coffee, initially as Commercial & Marketing Director for the UK&I followed by Global Brand & Insight Director.

Both appointments are effective mid-September and will report to Mark Fisher, Chief Development Officer. The roles will also work closely with the respective Operating Group Managing Directors.

### **Mark Fisher, Chief Development Officer of Merlin, said:**

“The strength of our brands and how we develop our business to meet our ever increasing customer expectations are crucial to ensure our continued business success. Both Matthew and Ash bring with them enormous brand-building knowledge and marketing know-how from FMCG and retail sectors, which, with their great energy and customer obsession, will help us consistently deliver amazing experiences for our guests. I look forward to working with them.”

**ENDS**

**For media enquiries please contact:**

Brunswick Group LLP                    +4420 7404 5959

Elena Georgantzi/ Daniel Holgersson

[Merlin@brunswickgroup.com](mailto:Merlin@brunswickgroup.com)

[pressenquiries@merlinentertainments.biz](mailto:pressenquiries@merlinentertainments.biz)

**About Merlin Entertainments plc**

Merlin Entertainments plc is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over 130 attractions, 20 hotels and 6 holiday villages in 25 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its 67 million guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its c.28,000 employees (peak season).

See [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information and follow on Twitter @MerlinEntsNews.