

## Aramark Northern Europe appoints Jennifer Martin as Marketing and Innovation Director

4 years ago



Aramark Northern Europe, the award-winning foodservice provider, is proud to announce the appointment of Jennifer Martin as Marketing and Innovation Director, Northern Europe.

Jennifer takes over from Carolyn Hails, who has been promoted to the global role of Vice President of Marketing and Innovation for Aramark International, serving Aramark's business across 20 markets outside the US.

Jennifer joins Aramark from her previous role as Chief Operating Officer at The Vet, a privately-owned group of veterinary centres, following a successful turnaround and sale. Prior to this, Jennifer worked within the hospitality sector gaining a wealth of experience at TGI Friday's, Marston's PLC, and The Restaurant Group PLC, where she developed a broad range of brands and concepts across high street bars, restaurants, pubs and hotels. Continuing an already impressive career, Jennifer joins Aramark at an exciting time of growth, with her role encompassing Marketing, Communications, and Dietetics and Wellbeing teams who work to support the organisation's growth across the region.

Commenting on the appointment, CEO of Aramark Northern Europe, Frank Gleeson said, "This is an excellent appointment for our Northern Europe business. Jennifer brings an impressive skillset to our team, with a broad range of expertise and diverse experience from both the hospitality sector and other industries.

"Jennifer is a dynamic, thoughtful and strong female leader. It has been clear right through the selection

process that Jennifer puts people at the heart of her decision making. We are excited for what she will bring to our team, our clients and our consumers.”

On her new position as Marketing and Innovation Director, Jennifer Martin said, “I’m excited to take on the new challenges ahead as Aramark continues to grow from strength to strength in this region. I look forward to building on the Marketing and Innovation team’s excellent work which leverages strong consumer and customer insight to shape clients’ current and future needs.”

“I was incredibly impressed with Aramark’s mission, rooted in a service mindset, and values which truly resonate with my own values and principles – for me, this alignment is absolutely imperative when leading such a high-performing team and an innovation agenda that fits our customers’ changing needs. I’m looking forward to applying my experience to grow and diversify our offer across the region through exciting concepts and impactful activation which surprises, delights and delivers time and again.”

With a degree in psychology, Jennifer has a keen interest in human behaviour and decision making, using consumer insights to ensure clients’ needs are not only met but exceeded. Jennifer will report directly to Frank Gleeson, CEO, and join our Executive Leadership Team for the region.

*Photo credit: Aramark*