

## Elizabeth Barrett joins KI as new Marketing Manager for E.M.E.A

3 years ago



**KI** has kicked off 2023 with a real bang by welcoming new Marketing Manager, Elizabeth Barrett to their team.

Jonathan Hindle, President E.M.E.A at KI, comments, "We are delighted to welcome Lizzie to our team in London. Lizzie will be responsible for taking our Marketing Plan forward and working with her new team to add a fresh dimension to KI's E.M.E.A. evolving story."

Lizzie has a wealth of marketing knowledge across a variety of industries including hospitality, tourism, interiors, and manufacturing. She is a growth focussed professional with substantial experience leading core marketing campaigns, especially those with a strong emphasis on expanding business across competitive marketplaces. She has also been instrumental in developing brands and spearheading digital strategy and creative content.

Lizzie studied Fine Art at the BRIT school followed by The University of Edinburgh but describes herself as 'too practical' to be a solitary artist. This is what led to a career in marketing and the choice to mix creative skills with business and psychology.

Her biggest career achievements include rebranding a heritage paint maker (Mylands) and transitioning a hotel group to the luxury sector (The Doyle Collection).

Outside of work Lizzie's 'unhealthy relationship' with social media is mostly used as 'research' as she continues to carry out brand consultancies, but is balanced with more wholesome activities like reading, painting, cooking, hiking, cycling, tennis, and yoga. All whilst continuing to fail at learning Spanish properly.

On starting her new role, Lizzie commented, “I’m delighted to be a part of the KI Europe team and look forwarding to developing the marketing strategy, taking it to the next level and making a real impact