

## Chief marketing officer appointment confirmed

2 years ago



Talent solution company The IN Group has appointed Rachael Jones as its chief marketing officer to lead the brand's global growth strategy.

She will be tasked with driving the group's marketing plan, closely aligned with the overall business strategy, across the UK, Europe and the US, leading a team of 13 across its Investigo, InX, Definia, and Caraffi brands.

Ms Jones is a leading figure in the industry with over 25 years of experience at major brands including the BBC, Microsoft Advertising, National Car Rental and Virgin Travelstore, where she delivered widespread brand awareness through global marketing and commercial campaigns.

As part of the plan, she will expand the marketing function to new networks across key markets and foster connections with each brand to directly drive business leads.

She said: "I'm extremely excited to take on this new challenge at The IN Group, raising awareness of the company's amazing end-to-end talent solutions from recruitment to consultancy. This is a great opportunity to hugely increase the profile of an already successful business as it rapidly grows, and marketing has a big role to play."

"The work that the company does around diversity, equity and inclusion to life the people-driven focus of The IN Group, and as a massive advocate for working parents, I'm looking forward to being part of such a forward-thinking organisation and helping to break down barriers within the industry."

Chief revenue officer Matt Smith said: "Marketing plays a central role in showcasing The IN Group as a world-class talent group and I'm delighted that Rachael will lead our efforts in this space. Rachael is a

hugely impressive person to work with and has already made a big impact on The IN Group, so I look forward to seeing her take the brand to the next level.”