

CrossCountry appoints Colette Casey as Customer Director

June 14, 2021



Britain's largest long-distance operator, CrossCountry, has announced the appointment of Colette Casey as Customer Director.

Colette has extremely strong commercial experience, having worked in the automotive industry for twenty years for many household names such as MG Rover Group, Vauxhall and most recently Renault as Head of Customer Experience and Quality.

Here, she led on the marketing, digital and commercial strategy for the business. She was also responsible for accelerating the use of digital technology to improve the customer experience and delivering major brand marketing. She was also responsible for accelerating the use of digital technology to improve the customer experience and delivering major brand marketing such as Renault UK's sponsorship of premier league coverage on Sky Sport.

This new position will provide a strong focus on ensuring CrossCountry not only meets customers' needs but exceeds them, with a strong focus on the future. Colette will play a central role in shaping and delivering the customer proposition to create a seamless experience for our customers.

Colette will join CrossCountry in September.

Photo credit: CrossCountry