

## CrossCountry reveals two new Regional Directors

February 21, 2020



Great Britain's largest long-distance rail operator, CrossCountry, has announced the appointment of Sarah Kelley and Richard Morris as Regional Directors.

Sarah has over 20 years' operational and strategic experience both at Network Rail and train operator level. In recent years, she has headed up operations at Arriva Rail London and since October 2019, held

the position of Planning Performance Director at CrossCountry.

She will be responsible for the operational and financial performance for the west, helping to instigate change to benefit the customer. In Wales, CrossCountry is proud to link the capital, Cardiff, with cities across Great Britain and Sarah will spearhead the business' plans to improve services into Wales in the coming years.

Sarah said: "This is an exciting opportunity to strengthen our presence in the region and build enduring relationships with key stakeholders which will improve our service delivery to the customer."

Meanwhile Richard Morris will be responsible for the operational and financial performance of the East Midlands and East Anglia region, helping to instigate change to benefit the customer.

He is an engineering graduate from the University of Loughborough, has almost 20 years' experience in managing fleet and engineering teams, both at train operator level and for train manufacturers such as Siemens.

Most recently, he has been Interim Service Delivery Director at CrossCountry, leading on Fleet, Engineering and Driver Management.

Richard said: "CrossCountry is unique in that we run services across the UK, but this is an opportunity for us to really focus and improve our services across the East Midlands and East Anglia.

"As Regional Director, I am looking forward to working proactively with colleagues, customers and stakeholders to transform the service our customers receive from us."

Both Sarah and Richard will start their roles at the end of April.

Tom Joyner, Managing Director at CrossCountry, said: "As valued senior leaders in our business, I am

delighted that Sarah and Richard will be taking on the roles of Regional Director.

“CrossCountry is changing and the regional directors will enable us to be more effective in the region, reflecting a wider trend for more localised decision making. This is a win-win for our people and importantly our customers.”

*Photo credits: CrossCountry*