

Zipabout appoints new Head of UK Rail

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Transport tech company Zipabout has announced that Charlotte Pearce will be joining the company as Head of UK Rail. In her new role, Charlotte will take responsibility for Zipabout's commercial partnerships within rail in the UK.

She will lead on the ongoing roll-out of personalised information services for all UK rail operators using Zipabout technology as well as spearheading new business development within the sector.

She said: "I am so excited to work with the Zipabout team, strengthening and growing already established relationships across the Rail Industry. As the UK passenger network continues to bounce back, I am proud to be at the centre of this success."

Charlotte brings more than 25 years' experience working within the transport sector across stakeholder engagement, new business and marketing. Over the last five years in particular, she has specialised in business development within the rail industry, working as business consultant for Knorr-Bremse Rail Systems (UK) Ltd, Industry Engagement Director for Rail Alliance and supported LNER with the media launch of the Hitachi Azuma fleet.

Previously, Charlotte also led on communications and new business as Director of External Relations at the

Community Transport Association.

Alex Froom, CEO at Zipabout, said: “This is an exciting time of growth for Zipabout as we look to expand both within and beyond the UK, so I’m delighted that our commercial rail partnerships will be taken forward by someone with such breadth of industry experience as Charlotte.”

Charlotte will take on responsibility for day-to-day rail activity from Zipabout’s outgoing Commercial Director Crispin Humm who moves to a new role within the bus industry. He will remain part of the Zipabout team in an advisory capacity.

Photo credit: Zipabout