

**Press Release**

15<sup>th</sup> February

## **Visit Kent announces appointment of Joanna Richardson to Board of Directors**

Visit Kent is pleased to announce the appointment of a new member to the organisation's Board of Directors.

Joining the board for the first time is Joanna Richardson, Head of Marketing, Brands and Communications at Shepherd Neame. Joanna was welcomed into her new position at the latest Visit Kent Board meeting, which took place in January 2021.

**About Joanna:** Joanna holds an Executive MBA (London Business School, 2019) and a BA in Modern Languages with Interpreting (University of Sheffield, 2004) and was appointed to the position of Head of Marketing, Brands and Communications at Shepherd Neame in 2018 after over 15 years' experience in the international drinks and hospitality industry.

Joanna has developed, led and embedded a new consumer-centric integrated marketing strategy across all parts of the business, step-changing the approach to recruit new audiences and reappraise the existing consumer-base through a variety of brand, PR, pub and partner initiatives. Joanna also champions a strong commercially focused digital approach and has pioneered a new social media strategy which has resulted in significant reputational and consumer loyalty gain.

She has also played a key role in award-winning hospitality mentoring initiative "Plan B" and has been involved in a number of coaching and mentoring projects.

Prior to Shepherd Neame, Joanna held senior international marketing and business development roles in Bacardi, Pernod Ricard and Edrington, based in Lisbon, Helsinki, Glasgow, and London.

Joanna relocated to Canterbury in 2018 and is a vocal advocate of the amazing breadth of experiences Kent has to offer.

**Visit Kent Chief Executive, Deirdre Wells OBE commented:** *"We are delighted to welcome Joanna to the board of Visit Kent. Her marketing expertise and role in one of the largest businesses in the Kent visitor economy will be hugely supportive as we work to rebuild the tourism industry post-Covid."*

**Visit Kent Chairman, Bill Ferris OBE, added:** *"Joanna's professional experience, enthusiasm, and passion for the importance of Kent's hospitality sector, and its part in the future of our thriving visitor economy, makes her appointment at this time very appropriate. The Visit Kent team is committed to plotting a vibrant and sustainable post pandemic recovery, with our active and engaged board supporting the brilliant team. Joanna will add greatly to that dynamic."*

**On her new appointment, Joanna commented:** *"I am delighted to join the board of Visit Kent at a time when rebuilding the visitor economy and consumer confidence in the fantastic experiences Kent has to offer is so important."*

# KENT GARDEN *of* ENGLAND

visitkent.co.uk

The Visit Kent Board is chaired by Bill Ferris, with Directors Doug Bannister CEO of Dover Harbour Board, William Benson CEO of Tunbridge Wells Borough Council, Colin Carmichael CEO of Canterbury City Council, Richard Hicks Director – Regeneration, Culture, Environment & Transformation at Medway Council, John Keefe Director of Public Affairs at GetLink, James McInroy Deputy Cabinet Member for Economic Development at Kent County Council, David Godfrey Policy Advisor, Strategic & Corporate Services at Kent County Council, Joanna Richardson Head of Marketing Brands, and Communications at Shepherd Neame, David Statham Managing Director at Southeastern, Deirdre Wells OBE CEO of Visit Kent, Alison Hughes Head of Operations at Visit Kent, and Katie Berry Chief Financial Officer at Visit Kent.

For more information about Kent, please visit [www.visitkent.co.uk](http://www.visitkent.co.uk)

**ENDS**

## **NOTES FOR EDITORS**

For further media information on Visit Kent and images please contact PR & Brand Manager Lana Crouch on [lana.crouch@visitkent.co.uk](mailto:lana.crouch@visitkent.co.uk) or call 01227 812914.

### **About Visit Kent**

Visit Kent Ltd is the Destination Management Organisation for Kent (the Garden of England), welcoming 66.5 million visitors a year, championing the county's £4.1 billion tourism industry, and supporting more than 81,000 jobs.

It is recognised as one of the country's leading DMOs, targeting UK and overseas markets to raise Kent's profile as a premier destination, improving quality and skills within the industry, and growing investment in tourism. Visit Kent is a public/private sector partnership supported by Kent County Council, Medway Council, district and borough councils, and the leading sector tourism businesses in Kent.

For further information visit [www.visitkent.co.uk](http://www.visitkent.co.uk) (consumer) or [www.visitkentbusiness.co.uk](http://www.visitkentbusiness.co.uk) (business), or tweet @visitkent.