

**20 AUGUST 2018**

**EXECUTIVE APPOINTMENT: ARRIVA RAIL LONDON APPOINTS ALICIA ANDREWS AS CONCESSION TRANSFORMATION DIRECTOR**

Arriva Rail London (ARL), which operates the London Overground on behalf of Transport for London (TfL), is pleased to announce the appointment of **Alicia Andrews** as the company's new concession transformation director.

Alicia has almost 30 years of experience in all aspects of strategic and commercial management, having worked at organisations including Condor Ferries, Yell and the Financial Times.

As concession transformation director, Alicia is accountable for delivering the commercial strategy for Arriva Rail London, for delivering the business transformation programme as well as stakeholder management. Alicia took up the role, which reports in to managing director Will Rogers, in July 2018.

Prior to her recent appointment, Alicia worked as executive director, commercial at Condor Ferries where she was accountable for passenger ticket and onboard revenues. She was instrumental in the introduction of a new type of 'fast ferry' – a stabilised monohull – which is unique in northern Europe. The ship was refitted and brought in to service in just six months from purchase to the first passenger service.

Managing Director, Will Rogers said: "We're incredibly pleased that Alicia has joined the Arriva Rail London team. Alicia brings great experience in leading innovation and building successful stakeholder relationships with her and her role will be integral as we work to continue to meet the challenge of the current London Overground concession, with the aim of delivering a world-class railway for London."

Alicia Andrews said: "I am delighted to be joining Arriva Rail London at such an important and exciting time in the company's development. The Concession

Transformation team is tasked to deliver big improvements to the London Overground service like the new LOTrain deployment, and oversees ARL's programme of work to further enhance our customer's travel experience. My immediate focus will be on ensuring that we continue to meet and in fact exceed the expectations of our customers and our client."

**ENDS**

For further information, an image or an interview with Alicia Andrews, please contact Sara Barrow, head of communications, on 0203 031 9254 or [communications@arrivarl.co.uk](mailto:communications@arrivarl.co.uk)

**Notes to editor:**

- Arriva Rail London is the train operating company responsible for running the London Overground network under a Concession Agreement with Transport for London (TfL). The seven and half year concession commenced on 13 November 2016.
- Working in partnership with TfL, Arriva Rail London will deliver further improvements for London Overground customers through more frequent services, new trains and improved interchanges as well as developing stations and lines to meet increasing passenger demand and to support new homes and jobs.
- Arriva Rail London is part of the [Arriva group](#), one of the leading providers of passenger transport in Europe. Arriva employs more than 60,000 people and delivers over 2 billion passenger journeys across 14 European countries each year
- For further information on Arriva Rail London visit [www.arrivarailondon.co.uk](http://www.arrivarailondon.co.uk)