

Welcome to Yorkshire

yorkshire.com

Immediate Release

Welcome to Yorkshire Appoint New Director of Strategic Delivery

Welcome to Yorkshire, the destination marketing organisation for the county of Yorkshire, is pleased to announce that James Mackenzie has been appointed as Director of Strategic Delivery, this is a brand new role based at the DMO's Leeds office.

James Mackenzie is an experienced commercial and strategic leader in the retail, data and insights sector, with a track record of delivering business-wide change and commercial growth across multiple platforms and channels. He will lead the strategic delivery of the **Visit, Live, Work** and **Study** approach as Welcome to Yorkshire continues to support the region through the global pandemic.

No stranger to Yorkshire, as a child James Mackenzie lived in Driffield, East Yorkshire, as well as in West Yorkshire before leaving the region for University at Van Mildert College, Durham. Joining Leeds based Asda on the graduate scheme after leaving university with a degree in Economics, James carried out multiple marketing and commercial roles before moving onto senior commercial roles with other retailers, such as Tesco Stores PLC. Always wanting to challenge and improve he decided to return to the north and embark on a career in strategy, data and insights working for Fast Moving Consumer Goods (FMCG) manufacturers across the UK, Europe and Australasia. Within these roles he led the Category and Insight functions for Yorkshire based Hallmark Cards PLC driving the securing of new contracts worth £100m+ based on placing the customer journey at the heart of all business decisions.

For the last five years James has been a senior leader in data, insights and strategy for world-leading consultancies working with the board and senior leadership teams of some of the largest retailers in the world. Having worked with X5 in Russia and Loblaw in Canada on various projects, James has recently delivered a data-led personalised marketing platform for Marks & Spencer's Sparks programme, transformed Holland & Barrett's understanding of their customer requirements, plus shaped and delivered a customer insight-led three-year transformation programme for Yorkshire based retailer, Morrisons, redesigning processes, improving organisational capabilities and driving £200m of benefits.

Having lived in the Worth Valley in West Yorkshire for the last ten years, James is often found sampling many tourist activities around the county in his spare time, as well as getting down to some serious quizzing. James has appeared on multiple TV and radio quiz shows, including BBC's *Mastermind*, *Eggheads*, ITV's *The Chase* and Radio 4's *Brain of Britain* this summer.

Welcome to Yorkshire's new Director of Strategic Delivery James Mackenzie (aka Kenzie) said *"I've hit the ground running at Welcome to Yorkshire and there's lots to do. It's a pleasure to be working with such a dedicated, hard-working, creative and inspirational team. Positive plans for the organisation and for Yorkshire are already underway, with a packed programme of inspirational initiatives and a firm focus on enabling Welcome to Yorkshire to become, and remain, commercially viable is an incredibly strong incentive and a goal I share with Chief Executive James Mason and all the Welcome to Yorkshire team. I love a challenge and even though we're all dealing with the coronavirus crisis, I'm confident that Welcome to Yorkshire has a strong and productive future ahead."*

James Mason Chief Executive Welcome to Yorkshire added *"The last decade has seen many enormous achievements on a worldwide scale for Welcome to Yorkshire but the last couple of years have also seen enormous challenges, including a global pandemic which has taken a real hit on the tourism industry. Since I joined the company at the beginning of this year, it was obviously apparent that the organisation had to make some substantial changes to effectively continue in supporting and promoting a tourism industry worth £9bn to the Yorkshire economy. Creativity and focus are crucial for the future of Welcome to Yorkshire, with an emphasis on encouraging people regionally, nationally and internationally to see the many benefits Yorkshire has as a place to **Visit, Live, Work and Study**. James Mackenzie has a wealth of experience with huge companies working on successful and profitable projects across the globe and I am confident that as part of the team he will bring that breadth of knowledge and expertise to assist in leading and contributing constructively, as Director of Strategic Delivery, helping to drive the organisation forward in an efficient and effective way."*

- ENDS -

Images:

Welcome to Yorkshire- Director of Strategic Delivery – James Mackenzie

Editors' Notes:

- **Welcome to Yorkshire** is the official destination management organisation for Yorkshire, working to grow the county's visitor economy.
- **Welcome to Yorkshire** is a not-for-profit membership organisation, funded in part by grants, sponsorship and Welcome to Yorkshire members. All money raised is reinvested directly back into promoting Yorkshire.
- Key facts include:
 - Tourism in Yorkshire is worth £9 billion annually with the county's tourism and hospitality industry employing almost 225,000 people
- Tag **Welcome to Yorkshire** in any coverage on Twitter and Facebook using our handles: @welcome2yorks and <https://www.facebook.com/welcometoyorkshire>

For more news and a free image bank go to:

<https://industry.yorkshire.com/archive/resources/free-image-library>

Username: Media Password: MZHB9LPa5vA8

For further information please contact:

Carolyn Nicoll – Senior Communications Officer & Editor of This Is Y magazine

E: cnicoll@yorkshire.com M: 07719 673029