

Škoda UK Appoints Ashley Andrew As Head Of Marketing

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ŠKODA UK has appointed Ashley Andrew as Head of Marketing, replacing Andrew Cullis.

Ashley makes his move from SEAT UK as Head of Sales Operations, where he oversaw record sales growth. Having previously held positions in both domestic and international roles with Rolls Royce, Ford Motor Company and BMW Group Ashley brings with him over 20 years of experience.

Commenting on his appointment at ŠKODA UK, Ashley said; "I'm delighted to be joining the brand, and looking forward to further cementing the firm's success in the UK. With award-winning products like the new Fabia and Superb to work with, we've got the right products for the market and to help continue driving the brand forward."

Duncan Movassaghi, Brand Director for ŠKODA UK said: "Ashley is joining the brand at an exciting time, and bringing with him considerable knowledge and experience. ŠKODA is recognised for its award-winning national and local marketing, and Ashley's appointment can only strengthen this position."

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