

AUTOMOTIVE

Aston Martin strategizes for growth with communications appointments

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Aston Martin unveils its Lagonda Concept at Geneva Motor Show. Image credit: Aston Martin.

By STAFF REPORTS

British automaker Aston Martin is restructuring its communications team as it looks to build both its flagship brand and Lagonda marque.

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Among other appointments, the company has expanded director of brand strategy Gerhard Fourie's role, naming him director of marketing and brand strategy. Under the leadership of vice president and chief marketing officer Simon Sproule, the team is aiming to further Aston Martin's recent growth.

Communications team

In his newly expanded position, Mr. Fourie will oversee everything from global marketing and customer relationship management to planning launches and directing the brand trajectories of Aston Martin and Lagonda.

Mr. Fourie, who joined Aston Martin from Nissan in September, is succeeding Marcus Blake, who is leaving the company.

Aston Martin has also appointed Kevin Watters as director of communications, filling a newly created role. Mr. Watters has been with Aston Martin for 15 years.

Working in the communications department under Mr. Watters will be existing employees including corporate communications officer Grace Barnie, lifestyle communications press officer Raphaele Loheac-Derboulle and press officer Sophie Tobin, all of whom will remain in their roles. Dave Adams will now be focused on product communications.

Aston Martin has also hired Simon Strang from Haymarket Publishing to act as press officer of motorsport communications.



Aston Martin has restructured its communications team. Image credit: Aston Martin

After a decade of seeing no profits, Brexit has helped Aston Martin become the fastest growing automotive brand, according to Brand Finance.

Weekened currency in the United Kingdom, where Aston Martin is based, has supported the automaker's \$3.6 billion growth over the past year, reported in [Brand Finance Auto & Tyres 2018 report](#) ([see story](#)).

The company is said to be seeking an IPO. According to a Bloomberg report, the brand desires a valuation of about \$6.8 billion.

At the recent Geneva International Motor Show, Aston Martin showed off a concept design, dubbed the Lagonda Vision Concept. The British brand said it "aims to be the world's first zero emission luxury brand" and its Lagonda Concept is part of that mission ([see story](#)).

"Aston Martin is at a significant point in its history, with the revival of the Lagonda brand and the announcement that Aston Martin is the world's fastest growing automotive brand," Mr. Sproule said. "Gerhard and Kevin will continue to play crucial roles in developing and communicating the Aston Martin and Lagonda brands globally as we create a solid foundation for future growth."

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