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Tourism Ireland announces new Head of Great Britain ~ Julie Wakley's new appointment ~

Tourism Ireland has announced the appointment of Julie Wakley as its new Head of Great Britain.

Julie joined Tourism Ireland in January 2016, as Deputy Head of Great Britain – Consumer Marketing. Previous senior managerial posts have included Marketing Manager – BBC Politics & Current Affairs, where she led the marketing activity on TV, radio and online around the Scottish Referendum and the 2015 General Election. She was also part of the team responsible for the UK Government's 'GREAT Britain' campaign, promoting trade and tourism in international markets to maximise economic benefits during 2012, the year of the Diamond Jubilee, the Olympics and the Paralympic Games.



Commenting on the appointment, Tourism Ireland CEO Niall Gibbons said: ***“I am delighted to welcome Julie Wakley to this key strategic role in our organisation, following an extensive external competition. She joins Tourism Ireland at a time when we are facing a number of challenges in Great Britain, not least Brexit and its impact on travel. Julie brings with her a wealth of knowledge and experience in international marketing and a very strong track record of achievement. She will play a pivotal role in implementing our strategy in the important British market.”***

Read more about Julie Wakley's new appointment, [here](#).

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