

Fiona Rayner broadens remit at Blackjack Promotions

Blackjack Promotions has promoted Fiona Rayner (née Tindall) to Head of Experiential & International Operations.

In her new role, Rayner will be responsible for supporting travel retail and domestic accounts across Ireland, increasing Blackjack Promotions growth and operational efficiencies in the MENA region, and aligning capabilities with its UK operation.

She will split her time between the company's London Heathrow headquarters, Dublin and Dubai.

FAST-TRACK PROMOTIONS

Having joined Blackjack Promotions in 2016 from World Duty Free, where she was a Customer Service Manager at Heathrow Terminal 5, Rayner was fast-tracked into the newly created role of Head of Domestic Retail, presiding over Blackjack's retail division.



Fiona Rayner, Head of Experiential & International Operations, Blackjack Promotions.



Blackjack Promotions has joined forces with Emirati 'people solution provider' Dulsco in a Middle East joint venture.

I am incredibly excited about the role and having spent time in both Dubai and Dublin in recent months, I am confident that we can grow and develop the Blackjack brand outside of the UK market, said Rayner.

Aligning our creative capabilities with the UK is going to elevate our position in these markets and I am thrilled to lead this with the support of my team.

Jason Miles, Managing Director for Blackjack Promotions, added: Blackjack has expanded into new and exciting markets in recent years. Positioning Fiona in this role enables us to extend our capabilities outside of the UK and enhance our offering even further to offer clients a range of creative brand and customer experience solutions.

The firm **recently launched** a new joint venture in the Middle East with leading Emirati firm Dulsco to provide staffing and experiential solutions for retailers and brands targeting affluent Middle Eastern consumers and world travellers.