

Press Release

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Volvo Car UK strengthens consumer division with key new appointments

- Georgina Williams takes up new role as Head of Brandspace, Amy Luxton becomes Head of Consumer Enhancement and Development, and Laura Yates is new Head of Acquisition and Retention
- Senior appointments support Volvo Car UK in the transformation journey to drive a deeper connection with consumers, provide premium, value-added training and enable data-driven decisions to deliver first-class consumer experience

Volvo Car UK is strengthening its consumer division with a series of new roles and appointments to upweight the focus on delivering and maintaining excellent consumer experience.

Georgina Williams, formerly Head of Marketing, takes on the role of Head of Brandspace, while Amy Luxton, previously Learning and Development Manager, is promoted to Head of Consumer Enhancement and Development. Completing the senior moves, Laura Yates, formerly Consumer Relationship Manager, becomes the company's new Head of Acquisition and Retention. All will report to Nicole Melillo Shaw, Consumer Director.

All the personnel changes are effective immediately.

With the new structure, Volvo Car UK will be well equipped to step change consumer understanding and deliver seamless communication to provide new solutions to their needs, future-proof the training and development areas for Volvo and retailer staff alike, and make the best use of data and insights to predict, understand and respond to the ever-changing needs of new and existing consumers.

Nicole Melillo Shaw said: "I'm delighted that Georgina, Amy and Laura are taking on these new roles that are critical to driving the transformation that is needed to accelerate Volvo Car UK's ambition to embed a consumer-first approach and ultimately deliver a premium consumer experience. They will be taking a lead in helping us develop seamless communications, and sourcing and applying rich data and robust consumer insights for accurate decision-making and delivering attractive consumer solutions that match the appeal and quality of our award-winning cars."

Kristian Elvefors, Volvo Car UK Managing Director, said: "Congratulations to Georgina, Amy and Laura on their new roles. Their expertise will be crucial as Volvo Car UK continues its transformation, particularly in the key areas of digitisation, electrification and communication. With our strengthened and refocussed consumer division, I'm confident we're even better placed to give consumers the premium experience they expect and deserve."

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