

BLACKJACK PROMOTIONS APPOINTS NEW HEAD OF CREATIVE PARTNERSHIPS

April 2021 – [Blackjack Promotions](#), the UK’s leading travel retail and brand experience specialist, is strengthening its senior leadership team with the appointment of Richard Simkins as Head of Creative Partnerships.

Joining from a consultancy background, Richard brings with him 20 years of experience in the creative industry. For the past decade, he has led innovation teams to devise and deliver outdoor advertising and experiential campaigns for some of the world’s most well-known brands.

In his role at Blackjack Promotions, part of [ABM](#), Richard will be responsible for offering a wider range of industry-leading creative solutions to new and existing clients across the business portfolio.

Working within the multi-disciplined brand experience team, the role will be key in driving Blackjack Promotions’ strategic growth plan by helping to reshape and evolve its capabilities and create a refreshed offering to take to existing and new markets. Working alongside Leanne Nutter (Head of Travel Retail) and Fiona Rayner (Head of Experiential), Richard will broaden the possibilities for Blackjack Promotions outside of travel retail.

Speaking on his appointment, Richard commented: “As a travel retail expert, the past year has demonstrated Blackjack Promotions’ ability to pivot and showcased the agility of its people, who became trained in COVID safety to support the NHS in hospitals and at testing sites. This training, coupled with Blackjack Promotions’ logistical infrastructure, reputation for experiential marketing and customer service, makes this opportunity an incredibly exciting one.

“Across the business, we have a fantastic pool of talent and an incredible client portfolio which presents lots of opportunity for increased collaboration and the creation of new and enhanced services. I can’t wait to make a difference.”

Richard will report into Antony Marke, Aviation Group Managing Director and will split his time between ABM's head office in London and Heathrow Airport's World Business Centre, home of Blackjack Promotions.

Antony Marke said: "This is a really exciting time for us as we focus on evolution and regrowth using our skills, talents and resources.

"We're confident that Richard will play an integral role in expanding our reach, introducing opportunities in other sectors and offering new customers some of the magic we have delivered in travel retail over the last 25 years."

For more information, please visit www.abm.co.uk

ABOUT ABM UK

[ABM UK](http://www.abm.co.uk) is a leading provider of facility solutions with revenues of approximately \$6.0 billion and more than 100,000 employees in 350+ offices throughout the United States and various international locations. ABM UK's comprehensive capabilities include janitorial, electrical & lighting, energy solutions, facilities engineering, HVAC & mechanical, landscape & turf, mission critical solutions and parking, provided through stand-alone or integrated solutions. ABM UK provides custom facility solutions in urban, suburban and rural areas to properties of all sizes - from schools and commercial buildings to hospitals, data centers, manufacturing plants and airports. ABM Industries Incorporated, which operates through its subsidiaries, was founded in 1909. For more information, please visit www.abm.co.uk.

About Blackjack Promotions

Blackjack Promotions are a full-service agency providing great people who represent your brand, creating ideas that drive engagement and logistics that deliver. Employing over 2,500 talented team members with operations in London, Manchester, Edinburgh, Dublin and Dubai, Blackjack work with some of the world's largest brands. Blackjack has 25 years of expertise in travel retail, brand engagement and customer experiences on a global scale, working across retail, leisure, events, aviation and hospitality.

CONTACT

Media:

Carie Barkhuizen / abmuk_pr@seymourpr.co.uk

General Inquiries:

ABM UK / +44 (0)207 089 6600 / ukinfo@abm.com

Career Enquiries:

ABM UK / +44 (0)207 089 6600 / ukcareers@abm.com