

Presse | News | Prensa | Tisk | Imprensa | Prasa | Stampa | Pers | Пpеcca

VWFS UK APPOINTS NEW HEAD OF MARKETING TO COMMUNICATE ITS PANDEMIC PROGRESSION AND PLAN FOR THE FUTURE

- **Charlotte Cheeseman moves from SEAT UK to Volkswagen Financial Services UK (VWFS) as Head of Marketing after background in brand building, Performance Marketing, planning and strategy**
- **Immediate priorities for Charlotte include the EV agenda, with the phasing out of combustion cars and working from home giving VWFS massive industry changes to contend with**
- **Payment deferral schemes and Buy Now, Pay Later models created at speed during pandemic to enable customers to better deal with the financial pressures caused by COVID-19 – a demonstration of new marketing measures by VWFS**

Volkswagen Financial Services UK (VWFS) has appointed ex-SEAT national communications and digital marketing manager Charlotte Cheeseman as head of marketing to lead the car finance provider in its marketing efforts out of the pandemic and continue its preparations to be fit for future.

The new head of marketing has been tasked with integrating marketing into the wider commercial strategy, leading on a marketing strategy for new products and services and ultimately building on its customer experience.

Charlotte will take responsibility for creating and delivering the broader VWFS customer proposition, whilst at the same time tracking and analysing performance to improve the car finance provider's service.

The creation of this new head of marketing role forms part of a holistic strategy to evolve the wider Marketing & Innovation team, which is led by marketing director Dan James. The team has a renewed focus on agile working and spans various areas of expertise – from product innovation and customer engagement to PR and marketing – to deliver the best service and products to customers. Charlotte is charged with guiding the team through the next stage of the journey, which involves creating a dynamic marketing team fit for the future as well as enhancing awareness and perceptions of the VWFS brand among the nation's consumers.

This latest appointment is continued progress for VWFS and follows on from its 2020 re-imagined 'sooner, safer, happier' way of working, which is already helping enhance its marketing and customer service. The most high-profile change resulting from 'sooner, happier, safer' was the fast creation of payment deferral schemes and 'Buy now, Pay Later' schemes that were essential to helping customers.

Charlotte Cheeseman, Head of Marketing at VWFS, said: *"Acting as the voice of the customer, the role of marketing in VWFS has to be closely aligned to how we work with our customers to deliver a better service. In the past year there have been some major developments at VWFS which have made a massive difference, but we still have work to do."*

“The most exciting part for me is to be joining an organisation that has customer centricity and innovation high on the agenda. We are embarking on a period of huge change in the automotive industry and I can’t wait to be a part of those changes. We will be making huge strides forward in the coming year to make marketing a part of the everyday lives of our teams.”

Charlotte started her career agency-side working in buying, planning and strategy for an array of blue-chip brands across FMCG, beauty and automotive for eight years. Following this Charlotte made the move client-side to TUI. During this time she was responsible for all national communications and online holiday sales across TUI, First Choice & Cruises.

It was in 2018 that Charlotte joined SEAT, looking after national communications to drive brand building and lead generation.

Charlotte added: *“The automotive industry has faced down the pandemic and finance providers like VWFS have had to be flexible to shift to the altering needs of customers. But with the transition to EV on the cards we cannot slow down.*

“Marketing teams have a key role to play in communicating these changes to customers and marketing will become vital in the everyday roles of our customer services teams. In the coming year I will be looking to lead my new team through a period of education, learning and inspiring to be fit for the future. To be at one of the leading brands in the automotive sector at this time is incredibly exciting and I can’t wait to get started.”

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<https://customer.vwfs.co.uk/volkswagen-financial-services-uk/media.html>

Information for editors:

Volkswagen Financial Services are a business division of the Volkswagen AG group of companies and comprise Volkswagen Financial Services AG along with its associated companies, Volkswagen Bank GmbH, Porsche Financial Services, and the financial services companies in the USA and Canada that belong directly or indirectly to Volkswagen AG – with the exception of the financial services of the Scania brand and Porsche Holding Salzburg. The key business fields embrace dealer and customer financing, leasing, the bank and insurance business, fleet management and mobility offers. Volkswagen Financial Services have a total of 16,558 employees worldwide, Volkswagen Financial Services report total assets of around EUR 225.6 billion, an operating result of EUR 2.8 billion and a portfolio of around 21.9 million current contracts (as at: 31.12.2020).