

Press Release
29 November 2017

Chiltern announces appointment of new Commercial Director

Chiltern Railway, the Arriva UK Trains company has announced the appointment of Eleni Jordan as its new Commercial Director.

Chiltern, which holds a rail franchise until 2021, runs services between London Marylebone and the Midlands, Warwickshire, Oxfordshire and Buckinghamshire including Birmingham Moor Street station, Oxford and a new station built by the company to serve visitors to the shopping destination, Bicester Village.

Eleni will be responsible for passenger and ancillary revenue and will oversee marketing, CRM, digital strategy, communications, external affairs, and timetable development. She will report to Dave Penney, Chiltern's Managing Director.

Eleni joins from Abellio Greater Anglia where she was Head of Commercial Development leading marketing, sales, retail and channel development alongside the timetable for Stansted Express. While in post she delivered substantial growth in passenger numbers, an improved customer experience and was instrumental in the implementation of new retailing channels. She has over 22 years' experience in sales, marketing and commercial roles at both senior manager and exec level in five different industry sectors including airlines, tour operations, hotels, financial services and rail.

Commenting on the appointment Dave Penney, Managing Director for Chiltern Railways said; "Eleni will be an asset to the executive team and has proven experience which makes her a leader in her field. Our marketing and revenue strategy is a critical part of our commercial success and is the driver behind our growth ambitions. Her appointment will allow us to develop our commercial channels and digital marketing to better target potential and existing customers."

Ms Jordan said; "Joining Chiltern Railways as Commercial Director is a great opportunity to further grow a highly regarded and top performing customer centric business. I'm passionate about helping the company expand its online footprint while continuing with the great work already undertaken to build the Chiltern Railways brand. I look forward to developing greater commercial focus, driving innovation and engaging customers."

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For further media information please contact the Chiltern Railways press office on 020 3856 2226 or press@chilternrailways.co.uk.

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Chiltern Railways is part of the [Arriva group](#), one of the leading providers of passenger transport in Europe. Arriva employs more than 60,000 people and delivers over 2 billion passenger journeys across 14 European countries each year.