

# PRESS RELEASE

## Sodexo's Alex Crawford recognised in '30 under 30' list for marketing talent

7 February 2019

**Marketing and communications manager for Sodexo's Defence & Government Services business, Alex Crawford, has been recognised as a future talent in marketing, innovation and strategy roles within the hospitality sector in the Restaurant Marketers & Innovators 30 under 30 list.**

Alex joined Sodexo in October 2017 and is responsible for the deployment of strategic, research and marketing practices across Sodexo's portfolio of contracts predominantly in the defence sector. A recent project saw Alex oversee the implementation of a mobile app across 14 sites which not only provides the user with information on the day's menu but also includes deals, promotions and loyalty rewards either on site or from the high-street.

**Commenting on the experience, Alex said:** *"I was proud just to be nominated so to hear I was on the list was brilliant. The experience has been a fantastic way to meet people from different backgrounds, learn about other organisations and understand how other successful businesses operate.*

*I really enjoyed meeting the others on the list many of whom work for leading High Street brands, hearing what they do and how they overcome the challenges our industry faces. As part of the presentation day, we also got to hear from leading industry speakers and I've got some good ideas I can incorporate at Sodexo."*

**Paul Anstey, CEO, Defence & Government Services, Sodexo UK & Ireland added:** *"We are thrilled for Alex, he truly deserves this recognition. He is a great part of our team and this recognition reaffirms his talent. I look forward to seeing Alex's career develop with us."*

**Ends**