

PRWEEK

Ryanair hands top role to Sherrard
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DUBLIN: Ryanair has promoted Peter Sherrard, sales and marketing manager for its Italian routes, to its top PR job as the airline begins a review of its agency roster.

Sherrard, who has relocated from Stansted to the low-cost operator's HQ in Dublin, this week pledged the airline would 'continue to be the bad boy on the block' in respect of its aggressive promotion of cheap flights.

Sherrard, who reports to famously straight-talking CEO Michael O'Leary, said he was reviewing how Ryanair's PR agencies are performing - but stressed that he had no plans 'at the moment' to look outside its current roster for fresh agency support.

As Ryanair's new head of communications, Sherrard replaces Paul Fitzsimmons, who has moved to a job as director of corporate comms for Europe at cereal giant Kellogg's.

The airline uses 11 agencies across the Continent, including the Dublin-based Murray Consultants for corporate comms and Alan Clark for UK regional press relations. Other agencies include **Ulled** in Spain, Point Virgule and Relations Presse in France, and Andreasson PR in Sweden.