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MICHELIN NAMES NEW COMMERCIAL COMMUNICATIONS MANAGER

- James Dimmock to lead Michelin's UK and ROI commercial communications activity across PR, social media & influencer management
- He takes on his role having held senior communications and marketing positions at Michelin both globally and locally

Michelin has announced the appointment of James Dimmock as Commercial Communications Manager for the UK & Republic of Ireland (ROI).

James brings a wealth of experience to the role including a successful career of over 20 years within Michelin. He has held a number of senior communications and marketing positions across the business both globally and locally, most recently as Social Media and Influencer Manager.

In his new role, he will lead the Michelin UK and ROI commercial communications activity across PR, social media and influencer management, supporting the continued growth of the brand.

Working within the Michelin communications team, James will be responsible for shaping the brand's commercial narrative, strengthening relationships with media and creators, and delivering innovative content across the group's digital platforms.

Commenting on the appointment, John Howe, Managing Director at Michelin UK, says: "James has already made a significant contribution to Michelin communications activity in the UK & ROI.

"His deep understanding of our business and products, combined with his strategic and creative approach, makes him ideally placed to lead our commercial communications as we continue to evolve our brand."



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James Dimmock says: "I am excited to be taking on this new role at Michelin. It is a privilege to continue building on the work we have already achieved and to help drive the next phase of our commercial communications strategy across the UK & ROI."

James is based at Michelin Tyre Plc's headquarters in Stoke-on-Trent and reports into the Northern European Communications team.

About Michelin

Michelin is building a world-leading manufacturer of life-changing composites and experiences. Pioneering engineered materials for more than 130 years, Michelin is uniquely positioned to make decisive contributions to human progress and to a more sustainable world.

Drawing on its deep know-how in polymer composites, Michelin is constantly innovating to manufacture high-quality tyres and components for critical applications in demanding fields as varied as mobility, construction, aeronautics, low-carbon energies, and healthcare.

The care placed in its products and deep customer knowledge inspire Michelin to offer the finest experiences. This spans from providing data- and AI-based connected solutions for professional fleets to recommending outstanding restaurants and hotels curated by the MICHELIN Guide.

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