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Daniel Laird appointed as Head of Commercial at Go North East

Go North East has announced the appointment of Daniel Laird as the new Head of Commercial, effective April 22, 2024. With over 15 years of experience in the passenger transport industry, Daniel brings a wealth of expertise and leadership to the company.

Daniel has previously enjoyed excellent spells with Stagecoach Bluebird/North Scotland, and First Aberdeen after joining the industry through First's Graduate Recruitment programme. He has led several major business projects including network and product improvements, new partnerships with businesses and local authorities, and the integration of an

electric vehicle fleet in Aberdeen.

Nigel Featham, the Managing Director of Go North East, said, "We are delighted to welcome Daniel to Go North East. His extensive experience and proven track record in the industry make him a valuable addition to our leadership team. Daniel's strategy and stakeholder track record will strengthen our work with our partners in the region."

"I am thrilled to be joining Go North East and look forward to contributing to the company's continued success," said Daniel Laird. "I am eager to work with the talented team to further enhance our commercial offerings and deliver exceptional service to our passengers."

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Notes to editors:

Go North East runs a network of bus routes across the North East region including Newcastle, Sunderland, Durham, and surrounding areas.

The Go-Ahead Group is one of the UK's leading providers of public transport, enabling more than a billion passenger journeys each year on its bus and rail services. Go-Ahead places great importance on partnership, adopting a collaborative approach with governments, local communities and strategic partners; developing and operating services that create long-term value for all.

For more information about Go-Ahead Group visit www.go-ahead.com.

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