



## **Julie Dixon**

### **Head of Marketing Services**

### **Customer Experience**

Julie Dixon is Head of Marketing Services and has worked for TfL since 2007.

#### **What does your job involve?**

I head up a very varied team, which makes the job even more interesting as there is always something different to work on. My team comprises of: Creative & Design, Customer Information & Signage, Partnership Marketing and Marketing Services Strategy.

#### **Why did you start working in transport? What attracted you to the role/industry?**

When I left the Learning and Skills Council I wanted a role that would put me in closer contact with the organisation's customers and stakeholders, which is certainly the case at TfL. TfL was top of list of organisations I wanted to work for as it plays such an important role in London, a city I have lived in for 25 years.

#### **What do you like about working in transport?**

Every day is different, it is fast paced and exciting. You really feel like you are making a positive difference to people living and visiting London. I'm lucky to have such a varied role and on any normal day I can go to different meetings on a whole host of different subjects from looking at uniform design, how to improve customer information, planning for major events or working with employee communications on how we can improve our internal visual identity

#### **What are you most proud of?**

When I started at TfL we were 7 months away from launching London Overground. It quickly dawned on me just how much we needed to do to get ready and this is my proudest moment. Standing at Gospel Oak station on a cold November Sunday morning and see the first train go into service that was part of the London Overground and thinking – 'I helped make that happen!'