

# Hibs appoint new Head of Marketing and Commercial Operations



Hibs have announced the appointment of Greig Mailer as the club's Head of Marketing and Commercial Operations. Greig replaces Russell Smith who left the club in the autumn.

Leeann Dempster told the club website: "I'm delighted that we have recruited Greig to Hibernian. He has a wealth of football experience and has operated at the highest level in the game.

"He will bring a different dynamic and perspective to the Marketing and Commercial team and I look forward to him starting early in the New Year."

Greig graduated from the University of Strathclyde with a Marketing (Hons.) degree and gained his MBA (Football Industries) at the University of Liverpool, being the first Scot to do so.

From 2003 to 2010, he held the position of Marketing and Communications Manager for the Scottish Premier League.

There he was responsible for all aspects of the SPL's broadcasting, sponsorship, marketing and licensing activities, including the management of in-house press office.

From there, he moved to Switzerland to work with UEFA to manage the sponsorship programme of their flagship competition, the UEFA Champions League.

This role also included commercial and promotional responsibilities at both the UEFA Champions League final and

the UEFA Women's Champions League final.

Returning to Scotland in 2013, Greig continued to work with UEFA on a freelance basis on a number of venue management and commercial rights delivery assignments in the UEFA Champions League and the European Qualifiers across Central and Eastern Europe.

During the Commonwealth Games, Glasgow 2014, Greig was the spectator services venue manager for the rugby 7s at Ibrox Stadium and the diving at the Royal Commonwealth Pool – ensuring a safe, memorable and enjoyable experience for everyone attending.