colart

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Winsor & Newton Organizational Announcement

Marta Tinoco is joining Winsor & Newton Fine Art team.

I am very pleased to announce that Marta Tinoco will join the W&N Brand team as **Senior Brand Manager,** reporting directly to myself with effect to 1 January 2022.

Motivated by her interest in brand marketing, Marta started working on W&N projects in June 2019 in parallel to her role as Marketing Manager Iberia. Through this brand exposure, Marta successfully relaunched the complex W&N paper range, and in 2021 she assumed responsibility for the collaboration with the Tate leading to the Collection 1 Tate sets, launched in October this year.

With an opportunity arising in the W&N Fine Art team and based on Marta's successful exposure to brand marketing, it was my pleasure to offer her the role. Marta will be responsible for further growing our iconic Watercolour range, with communication and innovation being the focus. She will continue to drive the next generation Tate sets and will be the lead contact for paper.

Reporting directly into Marta will be Viktoria Saplaoura, who will complete the last few months of her internship with the W&N team.

Furthermore, in the W&N Fine Art team, Susana Ng and Sebastian Bucholski will be focussing on Oil, OMVs and will define our strategy on Acrylic. They will also ensure that our W&N range meets future regulations, which we know is becoming increasingly complex.

In the first quarter of 2022, Susana Ng will continue to lead all Watercolour related projects, especially the Cotman metallic colours launch. During this period, Marta will use her strong local market and communication experience to help define the W&N local digital communications roadmap and ecosystem. Marta will work jointly with the markets and the Global Digital team, acting as the "voice of the markets" in all local digital democratization related matters to help promote best practise across the markets.

I am proud to have Marta as a full member of the W&N team and see her progression into a global career over the last two years. Please join me in wishing her all the best in the next step of her career at Colart.

Isabelle Ottiger,
Global Brand Director W&N