

# Rebecca Paterson

Executive Director, Marketing



**Rebecca joined EMCOR UK in January 2023 as Executive Marketing Director and forms part of our (ELT) Executive Leadership Team. Rebecca brings over 20 years' experience in Brand Management, Marketing Strategy & Execution and Internal & External Communications.**

Rebecca began her career in some of London's largest Advertising Agencies working on a range of tech, FMCG and financial services brands before moving onto Zurich Financial Services followed by 10 years at Aviva, developing new propositions & marketing campaigns. After this, Rebecca was Marketing Director at Ordnance Survey, where she led the re-positioning of this 231 year old brand and development of all Marketing & Communications in the UK and internationally.

Rebecca's passion is building brands that are famous for helping customers succeed and using powerful marketing & communications campaigns to create new growth opportunities.

A Better World At Work for Rebecca means seeking to create 'Better' connected, sustainable and healthy working environments for our customers, our people, and our partners.

Rebecca lives on the sunny south coast and spends most of her spare time out and about with her family and pet dog.

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