



New Director of Events at RASE

Dr Robert Merrall has been appointed to the new post of Director of Events at the Royal Agricultural Society of England.

The new Directorate gives the Society more resource to continually improve service levels, both to exhibitors at RASE events and the increasing number of businesses and organisations who are choosing Stoneleigh Park as the venue for their key national and international events. Robert will also be working on the development of new RASE events to supplement the current portfolio which includes the Royal Show, Pig and Poultry and Grassland and Muck events.

Robert's background is in the agricultural engineering and machinery sector, and as marketing manager at Renault Agriculture, he helped to grow Renault's share of the UK tractor market, working closely with customers, dealers and journalists to develop the brand prior to its sale to Claas. Since then, he has held board positions with two New Holland main dealers.

Commenting on his new role, Robert said:

"I am really looking forward to putting my commercial experience to good effect at RASE. I have a passion for the sector, developed through my research work at Silsoe and more recent commercial roles. The business world is coping with vast change and there is an over-riding need for the Society and for a service provider such as Stoneleigh Park, to work with its partners and clients to deliver quality events and exhibitions for their markets.

The RASE's plans to develop Stoneleigh Park into a centre of excellence for Rural Enterprise are something I have wanted to contribute to for some time, and I am delighted to have this opportunity to do so."

Further team enhancement is planned, with the recruitment of new members for the Stoneleigh Park sales team, to focus on further growing market share and developing the portfolio of events at the venue.

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About Royal Agricultural Society of England:

Since 1838, The Royal Agricultural Society of England has played a leading role in the development of British agriculture and a vibrant rural economy through the uptake of good science, the promotion of best practice and a coordinated, impartial approach to wide-ranging rural issues. Today the Society's work includes support for business and social welfare in rural communities, education, and world famous shows and events

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