

FISITA appoints Frances Williamson as Director of Communications to strengthen global profile

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- Frances Williamson appointed as FISITA's Director of Communications
- FISITA is the international technology of mobility alliance connecting engineers, leaders, academics and students worldwide
- Director of Communications appointment underlines the importance of communications to FISITA's Journey to 2030 initiative and the organisation's long-term growth strategy

FISITA, the international technology of mobility alliance connecting engineers, leaders, academics and students worldwide, has appointed Frances Williamson as its new Director of Communications. Frances will lead FISITA's global communications as the organisation advances its Journey to 2030 and continues to expand its role as a trusted international forum for mobility engineering.

Frances joins FISITA with more than two decades of senior experience in strategic communications, stakeholder engagement and corporate affairs across the mobility, energy, technology and innovation sectors.

Her appointment comes at a pivotal moment for FISITA, as the organisation strengthens its portfolio of products and services for engineering leaders, grows its international community, and continues to build long-term business sustainability to support investment in people, infrastructure and the FISITA Foundation.

Chris Mason, CEO of FISITA, said:

“Frances joins FISITA at an important and exciting time. As we continue to evolve as the global technology of mobility alliance, clear, compelling and strategic communication is essential to our mission.

“The mobility industry is entering a defining decade. Environmental pressures, rapid technological change and increasing societal expectations mean that engineers and industry leaders are navigating some of the most complex challenges of our time.

“Frances’ leadership will play a crucial role in strengthening our international profile, deepening engagement across our community, and ensuring FISITA continues to deliver meaningful value and influence as we progress on our Journey to 2030.”

Frances Williamson said:

“I am absolutely delighted to be joining FISITA at such a transformative moment for the organisation and the wider mobility sector. FISITA has a unique and respected role as the global home of mobility engineering, a place where expertise, innovation and collaboration come together to advance technology and support the next generation.

“I’m excited to help amplify that impact, strengthen FISITA’s voice internationally, and work with Chris, the team and our global community to champion the engineering excellence, insight and collaboration that will shape the future of mobility.”

With Frances’s appointment, FISITA continues to build the capability, clarity and strategic focus needed to deliver its long-term ambition: to be recognised and utilised as the global technology of mobility alliance advancing motion while respecting the planet.

Notes to Editors

About FISITA

FISITA is the international technology of mobility alliance, connecting engineers, industry leaders, academics and students across the global mobility ecosystem. Through its events, technical leadership, knowledge-sharing platforms and international community, FISITA supports the advancement of safe, efficient, affordable and sustainable mobility solutions. More information: www.fisita.com

FISITA’s Mission FISITA exists to promote excellence in mobility engineering and to enable collaboration across borders, disciplines and sectors. Its mission is to deliver products and services of high relevance to engineering leaders, engineers, industry stakeholders and academics, achieving international profile and recognition as the technology of mobility alliance of influence.

FISITA Foundation The FISITA Foundation is a UK-registered charity dedicated to supporting young people in developing the skills, experience and pathways needed to pursue careers in mobility engineering and related disciplines. Through scholarships, educational initiatives and industry engagement, the Foundation helps nurture the next generation of engineering talent.

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