Alison Lomax Named as YouTube's New MD for UK and Ireland

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Google has promoted Alison Lomax to become its managing director for video platform YouTube across the U.K. and Ireland.

Lomax, who joined Google in 2011 as part of its creative agency team, was previously managing director of finance, automotive, marketplaces and travel, a position she took up last September.

"I'll be working with Government and Policy makers to ensure YouTube continues to lead in online safety; and partnering with world-leading creators, producers, partners and broadcasters to make sure YouTube remains a major force in the creator economy, giving diverse British talent a platform to thrive," explained Lomax while announcing the promotion on LinkedIn.

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