



Over 20 years experience in Marketing and Sales for a variety of different consumer goods companies like Pepsico and Walkers Crisps

# MY Magic JOURNEY

2014-2018

Sales & Marketing Director at Chessington World of Adventures

Marianne McGoldrick

Sales & Marketing Director at LEGOLAND Windsor Resort

## CAREERS STORY



...your career path may have more twists and turns (and maybe even some plateaus) but that you will get there in the end if that's what you are striving for..."

*Marianne McGoldrick*  
Sales & Marketing Director

### • What is the best thing about working at Merlin?

The PEOPLE! But I also really value the fast pace, variety, the accountability and sense of leading our own business.

### • What has been your best / proudest moment in the business?

Seeing many of my team go on to have flourishing careers of their own, hoping I've had a positive influence on them in some small way. Winning a Global marketing award and the prize of a team trip to NYC was also very nice!

### • What value typifies Merlin to you and why?

I take ownership – I take great responsibility for the output produced by my team and the impact this activity has on the business . I feel like its MY business and care very much about delivering the results!

LOVE YOUR WORK.  
*Work your magic.*



• **What has been your most challenging moment?**

Being part of a business that was being restructured, split up and brands sold off to various competitors– what was meant to take 9 months took nearly 2 years...high uncertainty and high level of staff turnover to deal with as a result.

• **What advice would you give to women in our business looking to have a successful career?**

It is totally possible to have a family and a career but you need a support network around you. Its inevitable you will have to make hard choices and accept your career path may have more twists and turns (and maybe even some plateaus) but that you will get there in the end if that's what you are striving for. Make time for those school plays and sports days as kids grow up so fast.

• **What are the main skills a person needs to have your career path / role?**

Adaptability to change, be fast thinking and moving, skilled in creative problem solving and always having an informed opinion.

Spend time building your network.

• **What was your experience / qualifications before you came to Merlin?**

I have over 20 years experience in Marketing and Sales mainly in consumer goods companies. I started as Marketing Assistant on Options hot chocolate after leaving University in 1995. Over the years I've worked on brands like Ambi Pur, Radox, Sanex, and Walkers Crisps in local, regional and global marketing roles as well as a short spell in Sales.

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