

**Thursday 18 January – Session 3 – 12:15hrs****Embracing change – putting customers at the heart of innovation**

Bus and coach operators are constantly innovating, as we respond to changes in the economy, technology and across society. As the world moves rapidly around us, it is important to stay ahead of the game and consider how we can continue to show innovation and enterprise to provide for our current and future customers.

During her time at BP, Alex Jensen accelerated the shift to low carbon growth across retail service stations and with bus, truck, and van fleet operators. As the Chief Executive of National Express in the UK, she has promised to explore how the business can harness transformation to increase mass mobility, drive the transition to zero emissions, and build trusted partnerships in the community. In this session, Alex will reflect on her experience of driving innovation across different sectors, and share her insights on what the bus and coach industry can learn to ensure we continue to evolve.

**Chair: Jane Cole, Managing Director, Blackpool Transport**

Jane is the Managing Director of Blackpool Transport, the award winning, major bus and tram and Heritage Tram operator for Blackpool and the Fylde Coast.

After a career in heavy rail spanning the British Rail and Virgin Train era, Jane diversified into Bus, Light Rail and Heritage Tram operations in 2014.

Jane has successfully delivered transport transformation programmes that are aligned to strategic business and local transport plans. She is currently project managing the Zero Emission Bus Regional Area (ZEBRA) scheme for the all-electric bus fleet for Blackpool and a Light Rail Tramway Extension to Blackpool North Station.

### Alex Jensen, Chief Executive Officer, National Express



Alex Jensen is CEO of National Express UK, Ireland & Germany. In the UK, National Express has four key areas of activity: scheduled coach, local bus services in the West Midlands and Coventry, corporate and private hire, and coach services in Ireland. In Germany, National Express operates all rail services on seven routes in North Rhine-Westphalia.

Alex is an international divisional CEO with considerable experience in transforming and growing customer-facing businesses. Prior to joining National Express, Alex led BP's Convenience and Mobility division in Europe and Southern Africa. She graduated from Oxford University and holds a Masters from Stanford. Alex is a non-executive director of Inchcape Plc where she chairs the CSR sub-committee, as well as a trustee at Mind, the mental health charity.

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