



Alastair Pegg

Returning home Alastair joined Smiths Crisps where he worked in logistics (making sure that crisps were transported to the correct places and on time). It was here that he discovered his passion for marketing so he left to pursue this dream elsewhere.

1991-1993

Alastair was then offered the role of Marketing Director for RAC, managing a team of 70 and accountable for a £55 million budget helping to bring record levels of new customers to the company.

2005-2008

From there he moved to the Head of Brand Sponsorship and Marketing at Vodafone, which meant he attended lots of corporate events including The Ashes in 2009.

2009 Sponsorship



Alastair enjoyed rugby in his youth and is a keen skier.



After studying for a degree in Transport Alastair saved for six months before taking a gap year trip to Australia.

Gap Year

Joining the graduate programme at NatWest Alastair became Assistant Marketing Manager within six months. He went on to be a manager at PowerGen and Centrica where again he worked in financial services, involved in marketing loans for British Gas and the AA.

1993-2001

He later joined Norwich Union where he managed an £8 million marketing budget before landing a dream role at Virgin Money as the Head of Customer Marketing. The brand was undergoing a lot of changes at this time and the team won numerous awards including the NMA Best Digital Advertising Award.

2001-2005



In 2010 Alastair joined Nationwide Building Society as the Head of Brand Marketing. Involved in numerous campaigns he attributes his success to his passion for marketing and love of people and ideas.



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