

Howard hails Blues' new signing Irvine

WANDERERS have made one of their most important signings – on or off the pitch – in “recent times”, according to chairman Andrew Howard after the appointment of Damian Irvine as head of commercial activities was announced.

The Australian previously held the position of commercial executive at Notts County, where his initiative ‘The Bench’, a campaign designed to make season-ticket holders feel part of the team, won the Best Club Marketing Campaign at the 2014 Football Business Awards.

In his role with Wanderers Irvine will take overall responsibility for all sales, ticketing, sponsorship and hospitality opportunities, while also working with the existing commercial team to generate revenue through maintaining relationships with supporters, partners and sponsors.

Howard said: “Over the past year we have worked hard on achieving survival and creating the platform for stability and growth for Wycombe Wanderers. Damian’s arrival is part of a restructuring of our staff which will allow us to move towards the next level, and he becomes one of five key managers who will drive the day-to-day operation of the club.”

On his appointment, Irvine said: “The sincerity of the club in striving for success and sustainability resonates strongly with my principles and experiences.

“I’ve enjoyed and cherished fantastic relationships with supporters in my previous roles, who are the fundamentally owners and keepers of a club’s brand and soul.

“The opportunity to work for a truly supporter owned club has been a long held wish of mine and I look forward to working with the strong off-field team to deliver optimal results and success for the Trust in the future.”