

## **Trainline appoints Scheherazade Zekri as Commercial Director, Mobility - Europe.**

**14 April 2026:** Trainline, Europe's leading independent rail and coach travel platform, today announces the appointment of Scheherazade Zekri as Commercial Director, Mobility - Europe.

Scheherazade will lead Trainline's commercial strategy and partnerships with rail operators and mobility providers across Europe. She will be responsible for securing and strengthening carrier relationships, expanding access to high-quality rail content, and driving long-term growth across both Trainline's consumer platforms and Trainline Partner Solutions (TPS) business.

Based in Paris, Scheherazade joins with more than 25 years' experience across the rail and mobility sectors, spanning commercial strategy, distribution, digital transformation and customer experience.

She joins from SNCF Voyageurs, where she was Director of Strategy, Bids & New Mobility for TER, leading strategic development for regional rail competition and innovation initiatives. Prior to this, she held senior roles at Keolis Group, where she led the development of new mobility services internationally, and at Thalys, as Chief Marketing & Commercial Officer and member of the executive committee. Earlier in her career, she held leadership roles at Voyages-sncf.com/Rail Europe and Eurostar, specialising in international distribution and e-commerce.

Alice Coverlizza, VP, Trainline Partner Solutions at Trainline, said: "Scheherazade brings deep expertise in European rail and a strong track record of delivering commercial growth through partnerships. Her experience across distribution, digital and customer experience makes her ideally placed to further strengthen our relationships with carriers and support our long-term growth."

Scheherazade Zekri said: "Trainline plays an important role in connecting customers with rail across Europe. I'm excited to join the team and work with partners to strengthen distribution, drive innovation and support the continued growth of rail as a sustainable mode of transport."

### **About Trainline**

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Trainline is the leading independent rail and coach travel platform selling rail and coach tickets to millions of travellers worldwide. Via our highly rated website and mobile app, people can seamlessly search, book and manage their journeys all in one place. We bring together millions of routes, fares and journey times from 270 rail and coach carriers across more than 40 countries. We help our customers find the best value fares for their journey and smart, real time travel information on the go. Our aim is to make rail and coach travel easier and more accessible, encouraging people to make more environmentally sustainable travel choices.