



## **NAVAL ORDER OF THE UNITED STATES NEW YORK COMMANDERY**

**Monday, 04 March 2019**  
Reception at 11:30am - Luncheon at Noon

**Racquet & Tennis Club**  
370 Park Avenue (at 52<sup>nd</sup> Street)  
New York City

### **Nick JELICOE**



### **“Jutland: The History and Commemoration of a Great Sea Battle”**

Nick Jellicoe has a rich career of more than 30 years in blue chip marketing roles. Recently, at Rolex, he headed Communications for nearly 10 years. He grew up wanting to be a photo-journalist but was lured to New York in the 1970s to work in advertising with Foote, Cone and Belding instead. Before Rolex Nick worked in Rome for the Italian jeweler, Bulgari, and in London and Miami with American Express.

He grew up in the UK and studied Chinese politics at York University after Eton and International Relations at l’Institut des Études Politiques in Paris (*Science Po*). His continued study of (rudimentary) Chinese reflects his college and family interests in China while his passion for naval history comes from his grandfather, Admiral Sir John Jellicoe, who was Commander-in-Chief of the British Fleet at Jutland.

The deep interest has led to a book (*Jutland. The Unfinished Battle*), the web site (*Jutland1916.com*) and numerous initiatives with museums and schools in the UK, Germany and Scandinavia. Both were shortlisted for the Maritime Media Awards in 2016.

He is the son of George Jellicoe, former leader of the British House of Lords and now lives in Switzerland with his wife and two daughters.