



THE BTA LAUNCHES GENERATION BTA ADVISORY BOARD

- Appoints thirteen Board members from across the sector -

XX September 2022 – The Business Travel Association (BTA), the authoritative voice of business travel, is today launching the Generation BTA Advisory Board.

The Board has been created to engage with the next generation of leaders within the business travel sector, bringing new and diverse perspectives to the BTA. It is designed to ensure that the industry flourishes by reflecting the needs and views of everyone within it.

It will be responsible for assessing how the BTA and the industry appeal to a wider and more diverse demographic, which is a key priority for the BTA to ensure the industry continues to grow and develop. The Board will work in groups to tackle issues, directly working within the industry to bring about positive change.

The BTA also announced today that it has appointed the first members of the Board with thirteen business travel professionals* from across the sector.

Clive Wratten, CEO of the BTA, says: “We look forward to welcoming and working with our new Generation BTA Advisory Board. It is vitally important that the business travel sector is represented by a diverse range of members. I’m confident that the Board will help bring a fresh perspective into how we, as the BTA, represent everyone in business travel.”

The Generation BTA Advisory Board is composed of seven male and six female members with a mix of ages which will ensure a fair spread of experience and diversity.

All appointments are for two years, and the board will choose their own chair who will serve for two years once appointed.

- ENDS -

Notes to Editors

*The new Generation BTA Advisory Board members are:

- **Sonam Popat** is a Marketing Consultant at Gray Dawes Travel.
- **Peter Snowdon** is the Director of Commercial (UK) at TAG.



- **Georgia Suttie** is a Venue Find Operations Manager at Agiito.
- **Liam Kelly** is the Regional Strategic Account Manager at Egencia.
- **Alessandra Rossi** is the Manager (Commercial and Partner Solution) at Reed MacKay.
- **Aron Jameson** is the Operations Team Leader at ATPI.
- **Daniel Case** is the LOGiC and Online Development Manager at Inntel.
- **Laura Macpherson** is the Strategic Partnership Manager at Key Travel.
- **Daniel Murphy** is the Commercial and Distribution Leader (Europe Air Supply) at Flight Centre Travel Group.
- **Liz Brown** is an Account Manager at ALTOUR.
- **Dani Ives** is the Partnership Project Manager at Focus Travel Partnership.
- **Juan Antonio Iglesias** is Head of Consulting EMEA at FCM.
- **Neil Wainwright-Farrar** is Head of Learning and Development at Clarity Travel.

About the BTA

The BTA is the authority on business travel. Working collaboratively across the industry and with the government to promote the integral role of business travel and events to the wider economy.

Originally founded in 1967, the BTA has a diverse membership and roster of industry partners. It's TMC membership accounts for over 90% of UK expenditure on managed business travel, delivering value for money and great service to business travellers in the private, public and not-for-profit sectors. The BTA focuses on delivering practical solutions to challenges and market changes, as well as supporting best practice, sustainability and the well-being of travellers.

For more information on BTA please visit: www.thebta.org.uk or call 020 3657 7010.

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