**BTA Welcomes New Directors**

**15 April** - The [Business Travel Association](https://www.thebta.org.uk/) (BTA) today announces the appointment of two new directors to the Board, bringing a wealth of industry expertise and leadership to the business: Francesca Mendola, Vice President at [Internova Travel Group](https://internova.com/) and James Parkhouse, Global CEO of [Take2Eton Group](http://www.take2eton.com).

Francesca Mendola has been representing Internova Travel Group UK brands for over a decade. She oversees independent travel agency owners across corporate, luxury leisure and entertainment sectors.

Mendola launched the ‘Advisor Success’ model and leads business development, account management, supplier relations, marketing, and PR. A passionate advocate for independent luxury travel advisors, she champions ‘book human’, innovation, strategic partnerships, and greater female representation in the industry.

Mendola was named 2023 ‘Rising Star’ at The People’s Awards and was voted one of the Association of Women Travel Executive’s Top 70 Inspiring Women in 2025.

James Parkhouse has over 25 years’ experience in corporate travel leadership roles. He joined Take2Eton Group’s senior management team as Global CEO last year to drive further growth of the TMC’s strong transatlantic customer service and technology proposition. Prior to this, he spent 15 years as CEO of Agiito, now part of Clarity Business Travel, where he led multiple mergers and acquisitions, alongside making significant investment in market-leading technology, products and services. Parkhouse was also a former BTA Board director for four years.

Anna Watters, Vice President of Global Pricing and Revenue Management at American Express Global Business Travel (Amex GBT), will also be joining the Board to provide maternity cover for Rachel Tonge, Vice President SME Client Management EMEA, who will be stepping down from June this year.

With over eight years of experience in the travel industry, Watters brings extensive expertise in revenue management, commercial strategy, pricing and analytics. Prior to GBT she was with HSBC Commercial Banking holding a number of roles across Group Strategy and Business Analytics.

At Amex GBT, Watters oversees the development and implementation of customer pricing strategies across all of Amex GBT's global customer segments, as well as the oversight and development of its Supplier Revenue strategy and data analytics.

**Mervyn Williamson, Interim Chair of the BTA Board, commented:**
“We are delighted to welcome Francesca, James, and Anna to the Board. Their experience and expertise will undoubtedly strengthen the BTA as we continue to champion the business travel sector. I look forward to working closely with our new appointees on strategy for the BTA this year and upcoming events and opportunities.”

**Francesca Mendola, Vice President at Internova Travel Group, said:**
“I am thrilled to be joining the BTA Board at such a pivotal time for the industry. I look forward to contributing to its ongoing efforts to drive innovation and ensure that the work and needs of TMCs continues to be championed.”

**James Parkhouse, CEO of Take2Eton Travel, added:**
“It’s an honour to re-join the BTA Board and continue working alongside industry leaders to shape the future of business travel. As we navigate evolving traveller expectations, I look forward to contributing my cross-industry expertise to help the BTA drive meaningful change and deliver continued value to its members.”

**ENDS**

**About 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](http://www.thebta.org.uk) or call 020 3657 7010.