

BTA WELCOMES NEW INDUSTRY BOARD PARTNERS

05 March; London – The [Business Travel Association](#) (BTA) has announced the addition of further industry experience to its Partner Board effective March 2025.

Working in conjunction with the BTA, the Partner Board collaborates on barriers to business travel in order to enable a more effective eco system within the business travel sector.

The new members to the board have added cross sector experience as the BTA welcomes:

- Nicola Goldsmith, Director Agency Sales, Virgin Atlantic
- Karim Ismail, Head of Business Channels, British Airways
- Richard Viner, Head of Corporate Accounts for the UK & Ireland, Sabre
- Glenda Mills Webb, Director of Global Sales TMC & Corporate, Wyndham Hotels & Resorts
- Roya Soleimanifar, Travel Agency Sales Manager UK & Ireland, Enterprise Mobility
- David Bulloch, Director, Strategic Accounts, EMEA, Travelport

Clive Wratten, CEO of the BTA, comments: *“These appointments reflect our commitment to working collaboratively with key industry stakeholders. The board members will work with the BTA, its directors and its members to address critical challenges and opportunities facing our TMCs and business travel partners. Their collective expertise across technology, aviation, hospitality, and ground transportation will strengthen our ability to represent industry interests effectively and drive positive change throughout the business travel ecosystem.”*

ENDS

Notes to Editor

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.