

CARL CROMIE  
Account Director  
eSIM GO



## Election Address

I am thrilled to be nominated for a spot on the Board of Directors and with a wealth of experience within the travel sector in a variety of roles I am eager to contribute to the continuing success of ITT.

Throughout my career I have consistently championed the values of professionalism and collaboration and made it a priority to ensure the companies I represented became members of this Institute recognising the immense value it brings to the industry and the opportunities of developing long term business partnerships.

Additionally I have actively participated in and gained first hand experience from a multitude of events that the ITT has organised further deepening my understanding of our sector's challenges and opportunities and greatly enhancing my contacts within the industry . If elected I am committed to promoting opportunities within the membership and to help any newcomers in growing their partnership networks and to be a voice for existing members.

## Biography

A seasoned and accomplished business professional with an impressive track record of over 30 years in the travel sector. Expertly skilled in navigating partnerships and collaborations with a diverse range of companies, including online travel agencies (OTAs), tour operators, rail operators, youth operators, airlines, global distribution systems (GDS), travel agent consortia, airports, and car rental companies. Possessing an extensive network of influential decision-makers at the CEO, Managing Director, and Director levels, I have consistently demonstrated the ability to identify and capitalise on new business opportunities, driving accelerated sales growth, enhancing brand visibility, and cultivating enduring long-term partnerships.

## Contact Details

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