

**Richard Tams**  
**Founder & Director**  
**Tailwind Advisory Ltd**



## **Election Address**

Hello, my name is Richard Tams and I am a 30 year veteran of the airline business now running his own consultancy business. I want to be elected to the board of the ITT because I believe I have a wealth of experience and expertise in the travel sector which I know will both build on the collective wisdom of the board, but also broaden it. Not only do I bring many years of experience in the leisure sector of our noble industry, I also bring a comprehensive understanding of business travel and a forensic knowledge of the airline business.

Any nominee for this role should ideally have board experience and be able to contribute to the effective working and governance of the group. During my career, I have been invited to act in a non-executive capacity on several boards including BA CityFlyer and British Airways Holidays. I spent eight years as a member the BA Commercial Leadership Team and I currently sit on the Board of the Institute of Travel Management as Vice Chair & Treasurer.

I have only been a member of the ITT for 4 years so I hope I will bring a fresh perspective. I attended my first conference in 2021 and was immensely impressed by what I experienced and who I met. It felt like an organisation genuinely committed to the discussion of a broad range of issues facing the industry and to supporting and developing those working within it. As a newcomer, I really felt that the ITT represented the industry in a coherent and professional way. It also had the guts to hold an in-person conference when many did not. I would like to be part of the team steering the ITT to further success to the benefit of the whole industry.

## **Biography**

Richard is an airline sales and marketing expert with a proven track record in a wide variety of markets in Europe, North America and Asia. Most recently, he created and delivered strategy for British Airways and Iberia in China that positioned both brands to exploit the fast-growing demand for international travel from that market.

Before his posting to Beijing, Richard ran UK & Ireland Sales & Marketing, based at British Airways' Heathrow HQ. He sat on the commercial leadership team at British Airways for a total of ten years and has sat on a number of boards including BA Cityflyer, BA Holidays and a number of Chambers of Commerce.

After 27 years, Richard left British Airways in 2018 to pursue new opportunities while he was still young enough. In the same year, he launched Tailwind Advisory to offer consultancy services within the airline sector specialising in airline start-ups. Richard sits on the Board of the Institute of Travel Management (as Vice Chair & Treasurer). He is also a freelance writer for a number of travel related publications, including Business Traveller magazine, and an event moderator. He has moderated several events for the Global Business Travel Association and the Institute of Travel Management.

Not surprisingly, Richard's interests tend to revolve around the travel sphere, and he also has a keen interest in music and wine. He has an Honours degree in Law from the University of Cardiff and is a certified professional executive coach with the Institute of Leadership & Management.

## **Contact Details**

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