

YOUR NAME: Pete Brudenell
Position: General Manager
Company: CV Villas, Der Touristik Group



Election Address

As our beloved industry continues to recover from the pandemic, which has impacted us all so profoundly, it's imperative that travel and tourism bodies, and us as senior leaders, not only help aid the recovery, but make sure we drive both the industry and ITT forward. As we come out the other side of the pandemic, there will be a continued focus on digital marketing and technology, with many companies embarking on digital transformation projects, similar to what we've recently undertaken at CV Villas.

I have extensive experience within travel marketing, with a focus on digital, covering everything from launching websites and CRM programmes, to developing bespoke tools and marketing campaigns. I pride myself on being at the forefront of all things digital marketing and travel technology.

It's important that ITT have a focus on the ever-evolving digital side of travel, and we engage and educate young talent and members in joining us on this journey. Ensuring we are ahead of the field when it comes to digital and technology, means we can drive a younger membership base and ensure all current members benefit from shared best practice and learnings. Another pandemic trend I can add great value and contribution to is that of organisational structure after the huge shifts we have seen in staffing, flexibility and well-being. I would invest my time in working with other board members in making sure we at ITT are at the forefront of changes in our industry culture from mental health through to DEI and sustainability.

I am a new member to ITT and feel my fresh eyes on the organisation from a member growth and development perspective plus my genuine passion about driving change within the travel industry will help ITT be at the forefront of this important crossroads.

Biography

As a travel professional who has been in the industry for nearly two decades, Pete has an astute and intimate understanding of the travel and tourism industry. Progressing from Head of Marketing to General Manager at CV Villas, Pete has been responsible for the brand's marketing projects, campaigns, website and media relations, and in his new role is responsible for overseeing all of the company's operations. Prior to his role at CV Villas, Pete held marketing manager positions at British Airways Holidays, Kenwood Travel and James Villas Holidays.

To progress to General Manager at just 37, Pete is aware of the scale of his achievement within the industry. Leading CV Villas' rebranding alongside spearheading its digital transformation, Pete has been able to truly transform this business and lead it from strength to strength as it's rebounded to what is on track to be their best year on record.

Graduating from the University of Surrey's with a bachelor's degree in Business Studies, Pete also gained his CIM Professional Diploma in Marketing from Cambridge Marketing College whilst working for James Villa Holidays. His career has also allowed Pete to travel extensively whilst pursuing his passion for leading the way with the digital and technological transformation of travel.

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