



# Global Wellness

## TOURISM CONGRESS

*Round Table Breakfast attendees in alphabetical order:*



**Dr. Fiona ADSHEAD**

Director of Wellbeing and Public Health, Bupa

Email: [fiona.adshead@btinternet.com](mailto:fiona.adshead@btinternet.com)

Dr. Fiona Adshead is Bupa's director of wellbeing and public health, where she provides medical leadership on global partnerships and prevention in the company's corporate center. Fiona was previously director of chronic disease and health promotion at the World Health Organization with five years' experience as deputy chief medical officer and director general in the UK government responsible for health improvement and health inequalities. Fiona is currently an international adviser to the Royal College of Physicians.

---



**Riitta BALZA**

Finpro Senior Consultant

[Riitta.Balza@finpro.fi](mailto:Riitta.Balza@finpro.fi)

For the past 10 years Riitta Balza has been working as the marketing manager UK taking care of trade relations, UK and Finland, product development and event organization. Over the past two years Riitta has taken on the role of a conference and incentive co-coordinator; she also represents VisitFinland in the UK. Her employer is Finpro = Finland Trade Centre and works as a senior consultant.

---



**James BERRESFORD**

CEO Visit England

[james.berresford@visitengland.org](mailto:james.berresford@visitengland.org)

In July 2009 James Berresford took up the post of CEO of VisitEngland, the recently established official tourism body for England. Previous appointments include regional director, East Midlands, for the Heart of England Tourist Board; regional business manager for tourism at the Northwest Development Agency; and director of the Northwest Development Agency with oversight for tourism and culture.



John BEVAN

Managing Director, VP Spafinder Europe Ltd

john.bevan@spafinder.com

John Bevan has spent over 25 years in the travel industry and has deep online travel experience. John was formerly managing director of Voyage Privé UK Ltd, a members-only luxury travel club, and managing director of the UK and Ireland for Lastminute.com, the UK's leading online travel and leisure retailer. During his tenure at Voyage Privé and Lastminute.com, he achieved significant business growth for both companies, as well as improved working efficiencies and cost reductions.

---



Amine BOUGHALEB

Director of Moroccan National Tourist Office UK & Ireland

amine@morocco-tourism.org.uk

Amine Boughaleb has many years of experience within the travel and tourism sector, most recently having set up Select Travel & Event, a travel agency specializing in travel conferences and incentives for national and international clients. Previously Amine spent six years as associate director general at Partner Hotels, a collection of some of the finest hotels and riads in Morocco.

---



Diane BOUZEBIBA

Managing Director of Amadeus UK and Ireland

dbouzebiba@uk.amadeus.com

Diane Bouzebiba joined Amadeus in 2001 and was promoted to her current role of managing director of Amadeus UK & Ireland in January 2012. Diane has experience working across a range of different business areas within the company, including head of the rail business unit, for which she had global responsibility.

---



Steve BROWN

Independent Consultant

sjtbrown@btconnect.com

Steve Brown has a portfolio of interests, including being a non-executive director and/or chairman of a number of organizations such as the Visit England Strategic Advisory Board, the Peterborough and Stamford NHS Foundation Trust, and the Midlands region of the National Trust, along with being a council member of the University of Derby. Steve provides consultancy support to owners or funders, on acquisition and/or development of a range of other businesses in the leisure and wellness sectors.



Alison CRYER

Managing Director — Representation Plus

[alison@representationplus.co.uk](mailto:alison@representationplus.co.uk)

Alison Cryer founded Representation Plus in 1987 after 10 years in the hotel and tourism industry. Alison was formerly marketing manager worldwide for Copthorne Hotels, during which time she set up the hotel group's European sales and PR offices, having spent four years in hotel and restaurant management in France and Switzerland. Alison won the Shine Award for Leadership in 2010 and was named one of the top 100 most influential women in the industry in 2011.

---



Sandie DAWE

CEO Visit Britain

[sandie.dawe@visitbritain.org](mailto:sandie.dawe@visitbritain.org)

Sandie Dawe was appointed CEO of VisitBritain in May 2009. Sandie joined VisitBritain in 1991 and became director of strategy and communications in 1996. She has led marketing, business development and publicity strategies to grow the value of tourism to Britain, including cruise, culture and heritage, business and sports tourism and the UK's celebration of the Millennium. She also established and then chaired the Tourism Industry Emergency Response Group. Sandie sits on the Government's GREAT Programme Board.

---



Susie ELLIS

Chairman & CEO, Global Spa & Wellness Summit

President, Spafinder Wellness, Inc.

[susie@gsws.org](mailto:susie@gsws.org)

Susie Ellis is president of Spafinder Wellness, Inc., and chairman and CEO of the Global Spa & Wellness Summit. A prominent writer, speaker and analyst, Susie is a respected industry expert and director of Spafinder's annual Global Spa and Wellness Trends Forecast. She is also a member of the board of the Center for Medical Tourism Research and a member of the Spa Advisory Board for the University of California, Irvine, Spa and Hospitality Management Program.



**Roland FASEL**

Regional Director UK and General Manager — The Dorchester

[roland.fasel@dorchestercollection.com](mailto:roland.fasel@dorchestercollection.com)

In 2008 Roland Fasel took on the dual role of regional director UK for Dorchester Collection (overseeing The Dorchester, Coworth Park and 45 Park Lane) and general manager of The Dorchester. Roland was previously general manager at Intercontinental London Park Lane and has worked for the prestigious Badrutt's Palace Hotel in St. Moritz and Shangri-La Hotels and Resorts. Swiss born, Roland trained at Lausanne Hotel School and has five-star hotel management experience across three continents.



**Mike GREENACRE**

Vice Chairman — The Travel Foundation

[mdgreenacre@me.com](mailto:mdgreenacre@me.com)

Following a 25-year career in the travel industry, Mike Greenacre stepped down from his role as managing director of The Co-operative Travel Group in December 2011, following the formation of a new joint venture, which Mike was involved in creating. Mike is a passionate supporter of the Foundation and its sustainable tourism credentials. He has been a trustee for over seven years and has particularly focused on supporting the fundraising initiatives developed by the Foundation team.



**Carol HAY**

UK Director for the Caribbean

[chay@caribtourism.com](mailto:chay@caribtourism.com)

Carol Hay is CTO's director of marketing responsible for the UK and Europe. Carol leads CTO's team in the UK, as well as develops strategic partnerships with representation agencies in France, Holland, Spain, Italy and Germany. Her strengths lie in the areas of strategic marketing, destination branding and market development. She also sits on the World Travel Market Advisory Council and the International Coalition of Tourism Partners Advisory Board.



**Anni HOOD**

Tourism & Government Liaison & Wellness Business Consultant

[anni.hood@gsws.org](mailto:anni.hood@gsws.org)

Recognized as a leading global wellness consultant, Anni Hood leads a cross-section of spa, wellness and wellness tourism projects. Anni advises and supports ministerial, tourism and wellness organizations, private businesses and individuals. Her work is largely anchored to conceptual development, strategic and operational design, operational delivery, programming and repositioning. She is the founder and visionary behind K.I.S Lifestyle®, an online wellness community and superfoods store, enabling affordable, accessible integrative health expertise for the mainstream consumer.



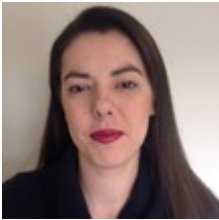
Ross JACKSON

Title: Asian Tourism Lead - London and Partners

rjackson@londonandpartners.com

Ross Jackson is a management consultant and economist with 10 years' experience in providing strategic and operational consulting services in China and other emerging markets. Ross is currently on secondment to London & Partners, where he oversees several projects focused on encouraging foreign direct investment into London from emerging markets.

---



Christina KALOGERA

UK Director for Greek National Tourism

director@gnto.co.uk

Christina Kalogera is currently the director of the GNTO UK & Ireland Office. Additionally, Christina was the director of the GNTO Australia & New Zealand Office from 2010-2013 and was previously employed in the GNTO Athens head office. From 2009-2010 she worked in the departments of overseas network and quality control. Prior to her career in tourism, Christina was a journalist in Greece.

---



Marcelline KUONEN

UK Director of Tourism Switzerland

marcelline.kuonen@switzerland.com

Marcelline Kuonen is the director of Switzerland Tourism for UK and Ireland.

---



Chris LEE

Barclays– Director and Head of Travel, Hospitality and Leisure

chris.lee9@barclays.com

Chris Lee has spent the last 20 years in customer-facing corporate management roles at Barclays in London, with the last 12 years in the larger business arena. Chris has headed the Barclays Travel Team in the UK for the last nine years and has a specialist portfolio of large travel industry customers. He has been featured in several national newspapers and the travel press and is one of *Travel Trade Gazette's* resident columnists.



Helen MARANO

WTTC—Vice President of Government and Industry Affairs

[helen.marano@wttc.org](mailto:helen.marano@wttc.org)

Helen Marano is responsible for all aspects of WTTC's liaison with governments, trade associations and industry bodies. Previously, Helen led the U.S. government's national tourism office in the U.S. Department of Commerce for 17 years and oversaw policy and advocacy issues affecting the U.S. travel and tourism industries. She managed the statistical center for international travel and tourism for the country, incorporating the economic impact and forecasting of international travel and trends.

---



Rupert MURRAY

Editor — *Aspire*

[rupert.murray@travelweekly.co.uk](mailto:rupert.murray@travelweekly.co.uk)

Rupert Murray edits *Aspire*, Travel Weekly Group's publication, website and events portfolio for the luxury travel sector. He has written about travel for five years, having started his journalism career at local newspapers in Kent. Rupert travels the world testing out the latest high-end hotels, airlines, resorts and experiences, and also has a particular interest in sustainable travel.

---



Sally PEDDER

Manager, The Dorchester Spa

[sally.pedder@dorchestercollection.com](mailto:sally.pedder@dorchestercollection.com)

Sally Pedder is manager of The Dorchester Spa, arriving from Danesfield House Hotel and Spa and Spa Illuminata in Mayfair, which was named "Day Spa of the Year 2009" by Condé Nast Traveller during her tenure. Previously, Sally held the top spot at London hotel spas, including The Sanctuary, Covent Garden, Selfridges and Sopwell House Hotel.



Enrique RUIZ DE LERA  
Director — Spain Tourism  
londres@tourspain.es

Enrique Ruiz De Lera is responsible for the planning and execution of the international marketing and branding strategy for Spain as a tourism destination. With 13 years' experience in senior marketing management and nine years' international experience in 11 countries on three continents, he is now responsible for the design, planning and execution of Spain's new international advertising campaign, "I Need Spain," which has reached over 470 million people since its 2010 launch.

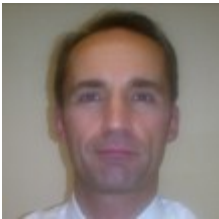
---



John SCANLON  
Hotel Manager — Dorchester  
john.scanlon@dorchestercollection.com

Reporting to the general manager and regional director UK, John Scanlon oversees all hotel operations at The Dorchester. John moved from his most recent position as director of revenue for parent company Dorchester Collection, which he has held since 2008. In this position, John was instrumental in embedding a forward-thinking revenue management culture across the company's hotels, following previous years as revenue manager at The Dorchester.

---



Filipe Silva  
Director of Tourism — Portuguese Tourism  
filipe.silva@turismodeportugal.pt

Filipe Silva is currently the Portuguese tourism director for the UK market. In the past, Filipe has worked as market manager at Turismo de Portugal, where his main project was to improve flight access to Portugal. He also has experience working within project analysis and auditing.

---



Graham Wason  
All Being Well — Owner/Director  
gw@rgwason.com

Graham Wason is co-founder of All Being Well, which provides guidance towards wellbeing, growth and fulfillment in life and work and coaching to companies and individuals. He is also chairman of Cut Tourism VAT, a UK industry-wide campaign for reduced VAT on tourism, which he leads on behalf of 45 industry and national associations and 35 companies, representing over 4,500 businesses. Graham owns and oversees Cossington Park, a five-star-gold award-winning self-catering operation in Somerset.