

## My career in brief...

Name: Cheryl Brown  
Job title: Managing Director  
Employer: Le Boat – Tui Marine



### 1. Please give a brief overview of your career history – where you started, how you progressed, the companies you have worked for etc.

I started out as a travel agent at the age of 16 and quickly progressed through the TUI Travel ranks, before being promoted to Retail Trading Director in 2001 and then on to Managing Director in 2004 for the First Choice Retail Group based in the UK. I joined Sunsail in 2007 as Managing Director before taking up the position of COO for TUI Marine in 2009 when I relocated to Florida. In May 2014 I relocated back to the UK to become Managing Director of Le Boat.

### 2. Have you always wanted to work within hospitality and tourism? If not, how did you end up where you are now?

Yes...I have always had a big passion for People & Travel.

### 3. What sort of qualifications and training have you had?

I left school at 16 with a few O Levels then signed up to a 'Travel Youth Training Scheme' and never looked back.

### 4. What are the top 5 activities you would typically carry out on a daily basis?

- People & Customers – source markets and customers around the world
- Trading - Global
- The Operation – bases and boats all over Europe
- Always looking for new opportunities
- Tui Group Activity & presentations

### 5. What do you most enjoy about your job?

Travel & People...everyone loves to travel and having the right people in your organisation makes a fantastic difference = great team work.

### 6. What would you say is the biggest challenge you face on a daily basis?

Uncertainty i.e. terrorism, weather etc

### 7. What would you say is your biggest achievement to date?

Creating a retail network for First Choice with a profit improvement of 26M over 5 years.

### **8. Who has been the greatest influence/role model in your career and why?**

Peter Long – Business. You have to admire what he has achieved – a great leader.

John Wimbledon – People. Very inspirational and encouraging.

### **9. Do you have a favourite tale or most memorable moment from your career? If so, please tell us about it!**

Becoming the youngest ever shop Manager at the age of 19 – I thought I had made it!

### **10. What piece of advice would you offer someone who wants to work within our industries?**

What are you waiting for! It's a fantastic industry and if you want to succeed like any job you need to work hard. Hard work always pays off and if you are flexible there are so many wonderful opportunities within the travel industry – always push yourself and go for it!

### **11. Why would you encourage someone to work in our industry?**

The world is getting smaller and travelling around it is becoming easier and cheaper than ever. Travel is a fun industry – we are selling most people's dreams and what they look forward to in life...it doesn't get much better than that!

### **Further information**

For further information on career opportunities at TUI please visit [www.tuitravelplc.com/careers](http://www.tuitravelplc.com/careers)

For further information on career opportunities in passenger transport and travel please visit [www.careerthatmove.co.uk](http://www.careerthatmove.co.uk)