

My career in brief...

Name: David Burling
Job title: Managing Director, TUI UK&I
Employer: TUI Group



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

Hewlett Packard – Marketing Trainee (Placement year 1988/89).

Thomson Holidays – Joined as graduate trainee in Marketing (1990), promoted to Product Manager (1992), Marketing Manager (1995) and New Product Development Director (1997).

Later became Yield Director (1999) and overall Commercial Director of what then became TUI UK (2002).

Following the merger with First Choice in 2007 I became Commercial Director of the new bigger group and in 2011 became Managing Director of TUI UK&I and then a member of the overall TUI Travel Group Management Board in 2012. Following the merger with TUI AG in December 2014 I became a member of the new TUI Group Executive Committee.

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

Yes, since university.

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

First class honours degree in Management Science Diploma in Marketing

Attended various management courses

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

- Team meetings or 1 to 1 calls with my board of directors around both operational and strategic issues.
- Engaging with the broader business through business updates
- Monitoring progress on key strategic projects
- Agreeing future investment cases
- Monitoring on-going sales and taking corrective action where necessary

5. What do you most enjoy about your job?

Variety of work and making things happen with a motivated team of people.

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

Not enough time to do everything I would like.

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

The on-going development of the TUI UK differentiated product strategy over 10 years which has underpinned the overall TUI UK profit growth.

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

The late Colin Mitchell my manager and mentor in the 1990's for sharing so much knowledge and always having a balanced and pragmatic view of the way forward.

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

Too many to tell but I turned up at my initial interview with Thomson with the TV remote control unit instead of the calculator I was asked to bring. Not a good start but I still managed to get the job.

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

Play the long game. Learn as much as you can and then one day it will all 'click together' and you will progress.

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

Variety. The external environment is always changing so it's very fast moving and you get to work with fantastic motivated people at all levels. Holidays are ultimately a great product to be working on.

Further information

For further information on career opportunities at TUI please visit www.tuitravelplc.com/careers

For further information on career opportunities in passenger transport and travel please visit www.careersthatchange.co.uk