

My career in brief...

Name: Jill Carter
Job title: Director of Retail
Employer: TUI Group – TUI UK & I



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

1991 – Following 2 years completing Travel and Tourism - BTEC National Diploma course I started my employment as a Travel Advisor at Lunn Poly, from here I progressed through the Management structure of Assistant Manager, Manager and Town Manager in various shops.

2000 - Keen to progress and take my career forward, I had the opportunity to work within Financial Services to implement the transition of AMEX Bureau into the retail network division. A new challenge working in collaboration with head office functions, working through process, implementation and change management. Living in Lancaster, I took a secondment, working at our Head Office in Leamington Spa at the time, living away from home during the week. Looking back this was the step change I needed to take my career to the next opportunity.

I continued in a Commercial role within Financial Services as a Foreign Exchange Business Development Manager, a great move, broadening my knowledge of our business as well as a new skill set in my development. In 2002, I made the decision to re-locate to the Midlands.

2003, I was promoted into a Regional Sales Manager position, I stayed in role until 2007, moving to different regional territories, managing different concepts which at the time were 'Sun Fun', 'Cities' and Well off Well Travelled'.

2007 – 2012, the next step in the career ladder as a Divisional Sales Manager for Retail, taking responsibility for 300 Thomson Retail shops.

2012 – Promoted to Head of Sales, taking full responsibility for managing the Retail network, Financial Services, Retail Training and the Groups and Weddings Sales Function within the Contact Centre.

And this leads me to date, January 2015, promoted to Director of Retail.....

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

Yes

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

BTEC National Diploma in Travel and Tourism

Travel Operations Management - Foundation Degree

Leadership Training within TUI UK – Horizons

Korn

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

- Commercial / Budget analysis / Trading / MI analysis
- Leadership – Lead, inspire the Retail team of senior managers. Meetings and conference calls
- Service Strategy – defining the modernisation of the retail/multichannel service strategy, working through the implementation strategy
- Working in collaboration cross functionally with many different functions within TUI UK &I, TUI Group. Marketing, Commercial, Finance, Airline, Product, HR
- Portfolio decisions – lease expiries, right shops, right places to deliver controlled distribution

5. What do you most enjoy about your job?

Leadership and development of people. Defining a people strategy that develops talent, succession, prompting cross functional working to exploit talent throughout the business

Defining the service strategy, working in collaboration with all customer facing areas defining the end to end customer experience

Delivery of sales through service, achieving sales KPIs

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

Customer Experience – modernisation of the customer experience is paramount to the future business success. Delivering this experience through technology can be the biggest challenge we face as well as it being the biggest opportunity. Technology enablers coupled with people and process will step us apart from our competitors, unfortunately in some cases technology enhancements don't always run smoothly from the offset and require additional workarounds.

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

Business

- Playing a key lead role in the rebrand of First Choice to Thomson on the high street
- Business lead in the new Sales and Service 'Going the Extra Smile' – 'GTES' culture proposition which is being implemented across all customer facing teams.

Personal Achievement

- Completing the London Marathon Moonwalk for Cancer
- 2014 – working in Jamaica with a Rastafari Village in conjunction with the Travel Foundation on project discovery

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

I've taken inspiration from various people throughout my career, both internally within the TUI business and externally.

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

Having the opportunity to work with the emerging markets in India, supporting colleagues with the Indian Retail network. Incredible experience, learning a different culture, working in collaboration with another TUI sector. This was a true highlight for me in my career, one I will never forget!

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

Go for it... it's the most rewarding industry, as well as at times very tough with the changing market and Geo political conditions... but, I would encourage anyone with passion and interest in the Travel and Tourism industry to give it a go.

Stay ahead of what's happening in the industry and consumer trends, we are in a fast paced environment and you need to be one step ahead.

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

Fabulous industry to work in, what could be better than playing a part in peoples leisure time!

There is no question it's a demanding environment to work in... but extremely rewarding and GREAT fun.

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.careerthatmove.co.uk