

March 2010

New Board Members for VisitBritain

Margaret Hodge, the Minister for Culture and Tourism, has appointed Stephanie Griffiths, The Rt Hon Helen Liddell, and John Lindquist to the board of VisitBritain, for terms of three years from 1 April 2010, and four and five years from 15 March 2010, respectively.

Stephanie Griffiths

Stephanie Griffiths is an independent communication, branding and innovation expert with specialist skills in telecommunications and digital industries, with experience in Finance, FMCG and Luxury sectors. During her 5 years at Vodafone (2004-2009) she took charge of rebranding international operators in Europe, the Middle East and Asia. As Head of Brand for Egg (2002-2004), Stephanie developed new product concepts managing numerous innovation and design agencies. At Saatchi & Saatchi (1999-2002), as Digital Planner based in London, she developed strategy and worked on assignments in Italy, Spain and the United States. Stephanie began her career at Connectworld, an internet start-up based in Paris, where she was responsible for business development, winning key accounts including Moët Hennessy, Le Bon Marché and Givenchy, working in both France and the United States. She holds no other public appointments.

The Rt Hon Helen Liddell

Helen Liddell was British High Commissioner to Australia from 2005-2009. She had previously been a Member of Parliament for Monklands East from 1994-1997, and for Airdrie and Shotts from 1997-2005. Her Ministerial career began in 1997 when she became Economic Secretary to the Treasury. In 1998 she became Deputy Secretary of State for Scotland and Minister for Education, and then Minister for Transport in 1999. She was appointed Minister of State for Energy and Competitiveness in Europe until January 2001, when she became Secretary of State for Scotland until 2003. Before entering Parliament, she was an Executive Director of the Scottish Daily Record & Sunday Mail Ltd (1988-1992), and Chief Executive of Business Ventures Ltd (1993-1994), following earlier positions in broadcasting and the Scottish TUC. She holds no other public appointments.

John Lindquist

John Lindquist is a strategy consultant and adviser with extensive international experience in travel and tourism. At The Boston Consulting Group (BCG), which he joined in 1974, he became a Partner in 1981 and Senior Partner and Managing Director in 1993 and a leader of the global travel and tourism practice. He became a Senior Adviser at BCG in 2004, specialising in international tourism development, and he currently combines this with roles as a Non-Executive Director at Kuoni Travel Holding Ltd (2007 -), the Zurich-based global tour operator, and as an Independent Non-Executive Director at Intourist (2008 -), the leading travel company in Russia. He holds no other public appointments.

Background

Tourism is one of the United Kingdom's key industries – the direct value of inbound and domestic tourism to the economy is £86 billion per year. The opportunity exists to build significantly on this success as we prepare to host the Olympic and Paralympic Games in London in 2012. VisitBritain's remit is to maximise the contribution of tourism to the UK economy, by marketing Great Britain to the rest of the world as an attractive tourist and business destination.

Board members of VisitBritain receive £9435 per year on the understanding that they will dedicate approximately two days per month, on average, to their duties.

Appointments to the Board of VisitBritain are made by the Secretary of State for Culture, Media and Sport, and follow the OCPA Code of Practice. All public appointments are made on merit and political activity plays no part in the selection process. However, in accordance with the original Nolan recommendations, there is a requirement for political activity (if any declared) to be made public. Ms Griffiths and Mr Lindquist have declared no political activity in the last five years. Mrs Liddell has declared speaking on behalf of the Labour party, canvassing on its behalf, and making a recordable donation, in the last five years.