

ITM Role-Call

INSTITUTE OF TRAVEL & MEETINGS

At ITM we're an inquisitive and generous bunch, and our colleagues at ITM Recruitment are no different. So when we hear about an interesting and creative role which shines a light on changes in our industry, we want to share that creativity with you.

Role-Call is just that – it's a Q&A interview about an individual's role – an insight into what someone does each day and why and how it is changing our industry.

Role 1 – Online Usage Manager



Andy Cruse, Online Usage Manager, Amadeus

ITM asks: So, Andy, Online Usage Manager – what's that all about then?

Andy says: *Adoption, Adoption, Adoption! The main objective of this new role is to increase adoption but it's also about promoting 'online booking' in general, and encouraging users and sponsors to see the true measurable value it can bring to a corporations' bottom line. The way we promote online adoption can be from basic awareness and training to the end-users, using Management Information (MI) to identify gaps and opportunities, through to encouraging and influencing the corporate and TMC audiences to change their approach and culture to accommodate online growth...*

ITM asks: OK, I think we get it but apart from the title why is your role so unique?

Andy says: *Corporations see the benefit and potential benefit of online tools in terms of policy compliance and saving opportunity. They also appreciate that it still takes resource to continue the success and identify further opportunities for savings. This role addresses the challenge directly and brings the online option to the forefront of any discussions rather than a secondary consideration. It uniquely brings the technology provider in the loop, away from the linear commercial relationship to form what we call the hybrid model.*

ITM asks: So how does it feel to be ITM's first ever Role-Call case study?

Andy says: *'Privileged' – to sum it up in a word. This is a genuinely new role and is groundbreaking in many ways; so to have the opportunity to promote it is great.*

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ACCOUNT MANAGERS X 3

Location: South East, Midlands and Manchester.

Salary: Up to £40K.

Sector: TMC.

Required: Previous Account Management experience in a TMC environment.

Aim: Support advice and guidance on the clients' travel expenditure, understand and interpret a customer's likely optimum solution along with presenting review documentation showing the expenditure by category and identifying savings opportunities, travel trends and patterns.

Reference Number: J929ITM.

SENIOR ACCOUNT MANAGER

Location: London.

Salary: £Excellent.

Sector: Serviced Apartments.

Required: Previous experience in the RFI/RFP process is essential.

Aim: To win and develop multiple new accounts and clients. Demonstrate an ability to easily establish, influence, build and maintain relationships with key decision makers in multi-national companies and SMEs.

Reference Number: J912ITM.



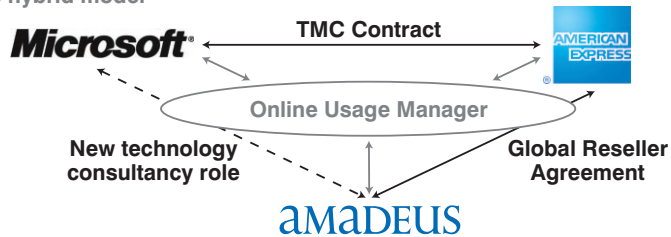
IN PARTNERSHIP WITH **GAIL KENNY**

From a linear commercial relationship to a tripartite approach

From the existing model...



...to the hybrid model



ITM asks: How does having that tripartite relationship help each of the stakeholder groups then?

Andy says: A decision was reached by Microsoft, American Express and Amadeus that to really make a difference to online adoption, a new approach was needed. Microsoft wanted a more dedicated focus so greater savings could be made by higher adoption. American Express wanted to ensure the customer could achieve that and continue to deliver a workable service. And Amadeus, from my point of view needed to have someone in place to receive direct feedback as part of online evolution. So all parties had a vested interest and can see how a 'mutual lead' ensures a focused delivery to the client; making online 'business as usual' not a secondary consideration.

ITM asks: When you were growing up did you always want to be an Online Usage Manager?

Andy says: Well, I can't quite claim that the title of 'Online Usage Manager' was one that I discussed with my careers adviser at school, it was some time ago, and online wasn't a big part of the booking process! However, growing up living very close to an airport, and loving aviation as a boy more generally, I was always certainly interested in a job in the travel industry. So wanting to be an Online Usage Manager might be stretching it a little! However I did move into the industry working for various airlines and later into the GDS and IT side before moving into a TMC managing the online suppliers. So you could say the natural progression was for me to become an 'Online Usage Manager'. However if truth be known I always wanted to be a 'fireman'...

ITM asks: What are your primary corporate and personal objectives in the role for the year ahead?

Andy says: To increase adoption, by promoting and evolving the tool and surrounding processes, we want users to use the tool, not just for compliance, but because they like it and find it a valuable booking method. My personal objective is to continue to act as conduit in the tripartite relationship and get the best from the team in order to ensure that Microsoft travellers are happy.

ITM asks: Will you come back in a year or so and tell us how it all worked?

Andy says: If it continues to be successful – I'd love to!

If you have or know of and interesting an unusual role which could feature in "Role-Call" let us know at paul.tilstone@itm.org.uk

SENIOR BUSINESS DEVELOPMENT MANAGER

Location: South West.

Salary: £Competitive.

Sector: Serviced Apartments.

Required: New Business in the Hotel/Serviced Apartment arena.

Aim: To seek and find new and profitable business for our client in agreed specific locations and for the wider network.

Reference Number: J911MH.

DIRECTOR OF CORPORATE SALES – UK & IRELAND

Location: London.

Salary: Up to £45K.

Sector: Hotels.

Required: Luxury hotel experience and a track record in developing new business in London.

Aim: To develop accounts within the corporate and C & I markets as well as maintaining the existing portfolio of accounts following the set revenue strategies.

Reference Number: J873ITM.

If you are interested in finding out further information on these opportunities then please call Gail at ITM Recruitment on **0871 226 5787** or email **gail@itmrecruitment.org.uk** quoting the appropriate reference. Equally, if you are recruiting yourself then do make contact in the same way and we can run through how we are able to help your business find the people you need to take it to the next level. We look forward to hearing from you.