

TTPC Board of Directors' Candidate Profiles

Dr. Tanya Abrahamse, Executive Director

Tourism Business Council of South Africa (TBCSA)

Director, South African Tourism

Since 2000 Dr. Abrahamse has held the position of executive director of the principal tourism body in South Africa. She has been instrumental in establishing an array of public-private partnerships to grow tourism in the South African economy.

Prior to joining the TBCSA, Dr. Abrahamse was Deputy Director General of the South African Department of Environmental Affairs and Tourism, where her role encompassed responsibilities as Head of Branch of Environmental Use and Development including the sections on Marine and Coastal Management, Biodiversity Management and Tourism Development.

From 1994 to 1997 Dr. Abrahamse held senior positions in the South African Department of Housing and the Reconstruction and Development Programme of the Presidency, and from 1991 to 1994 she worked with the Environmental and Development agency, a rural development NGO.

Dr. Abrahamse holds a Ph.D from the University of Westminster, an MSc from the University of London, Imperial College, and a BSc from the University of Zambia.

Ronald N. Andruff, President & Chief Executive Officer

Tralliance Corporation

Since its inception in 2001, Ron Andruff has been President & CEO of Tralliance Corporation, whose mission is to enhance Internet commerce for the travel and tourism industry. To affect the mission, Tralliance is combining an Internet travel directory with the top-level domain name (TLD) **.travel**.

A former NGO delegate to the United Nations' Association for World Education (AWE), Mr. Andruff has participated in numerous foreign affairs briefings and research projects over the years to broaden educational platforms through the AWE think tank. In 1994, on behalf of the Foreign Policy Association (FPA), Mr. Andruff undertook an 8-month assessment of "emerging electronic media and new technologies," which resulted in his authoring *A White Paper on the Internet* for the FPA.

In 1998, Mr. Andruff became immersed in the travel industry when he co-founded fare 1, Inc., which was the first business-to-trade portal that empowered travel agents to harness the Internet to provide their clients with the lowest available fares. Having sold fare 1, Inc. to World Travel Holdings, prior to taking the company public on the A.I.M. London Exchange in 2001, Mr. Andruff went on to co-found Tralliance Corporation.

Mr. Andruff is a member of the Board of Directors of the Waterbor Burn & Cancer Foundation. A Canadian national, Mr. Andruff resides in New York City.

***Birger Backman, Senior Advisor to the Chairman
United Federation of Travel Agents' Associations (UFTAA)***

Birger Backman is the former Secretary General and CEO of the United Federation of Travel Agents' Associations, a non-profit confederation which represents some 100 national associations with consultative status with the UN/NGO/ECOSOC and works closely with other world bodies such as UNESCO, WHO for sustainable and responsible tourism.

A member of IATA committees for Human Resource Development, Global Consultative Council and Consumer Forum, he is also active in a number of branch associations. Before taking up his current post in 1997, Mr. Backman was an UFTAA Board member and Vice President Finance.

In 1989 he served as AISC International Councillor and World President. In 1994 he was Chairman of the Helsinki International Travel Fair. He has held various managerial positions with in the travel industry since 1959, working for airlines, cruise companies, tour operators, and travel agencies.

A Finnish national, he graduated from Helsinki University with a Master of Science degree in political science, macro economy and international law.

***Jean-Claude Baumgarten, President
World Travel & Tourism Council***

Born in Strasbourg in May 1942, Jean-Claude Baumgarten graduated from the French business school, *Ecole des Hautes Etudes Commerciales*. He held the position of Vice President for Becco (the French confectioners) and was responsible for mutual funds in Africa.

He joined Air France in 1970 and held various positions within the company including: General Manager for Japan, Vice President for the Americas and Asia, Executive Vice President of Commercial Operations and Member of the Executive and Strategic Committee and Executive Vice President of Corporate, International & Industrial Affairs. From December 1997 until July 1998, prior to leaving Air France, Mr. Baumgarten held the position of advisor to the Chairman.

After his departure, he established a company with American investors under the name of CREWE Associates. This involved consultancy work and start-up advice for new businesses.

In October 1999 he was appointed President of the World Travel & Tourism Council.

Mr. Baumgarten is both an *Officier de l'ordre National du Merite* and a *Chevalier des Arts et Lettres*. He is advisor in Foreign Trade to both the French Government and the Chairman of the Tourism Commission.

***Michael Crye, President
International Council of Cruise Lines***

Michael Crye is President of the International Council of Cruise Lines, a trade association representing the cruise industry before legislators, government agencies and international bodies.

A former Captain in the U.S. Coast Guard and expert in maritime, environmental and administrative laws and regulations, Mr. Crye spent five years as the Coast Guard's legislative counsel, where he represented the agency on Capitol Hill and shaped the development and implementation of several maritime laws, including the Oil Pollution Act of 1990. He also worked with the Senate Foreign Relations Committee on ratification of six International Maritime Organization treaties on the environment, merchant vessel safety, marine conservation, and international maritime rights and responsibilities.

Mr Crye is a graduate of the U.S. Coast Guard Academy, where he earned a B.S. In addition, he earned an MBA from the Universidad Interamericana of San Juan and a JD from the University of Miami School of Law in 1984. He has been awarded numerous military awards, including two Meritorious Service Medals and four Coast Guard Commendations. In 1994, he was selected by the Coast Guard as their nominee for the Outstanding Federal Agency Attorney.

Mr. Crye participates on several U.S. government advisory Boards on Maritime Transportation and Immigration policy.

***Peter de Jong, President & Chief Executive Officer
Pacific Asia Travel Association (PATA)***

Mr. Peter de Jong is President and CEO of the Pacific Asia Travel Association, the recognised authority on Pacific Asia travel and tourism. The Association provides marketing, research and educational opportunities to a membership of nearly 100 government, state and city tourism bodies, over 55 airlines and cruise lines, and hundreds of travel industry companies. In addition, thousands of travel professionals belong to 70-plus PATA Chapters worldwide.

Prior to joining PATA in November 2001, Mr. de Jong served for 10 years as the Director General of the Federation of International Youth Travel Organisations (FIYTO), the global travel trade association for the youth and student travel industry.

Before joining FIYTO in 1991, Mr. de Jong worked for four years as an organisational development consultant in Sao Paulo, Brazil. Prior to that, he served 11 years as the Secretary General of The Experiment in International Living, a U.S.-based international citizen exchange organisation that specialises in language and educational travel, intercultural studies and academic exchanges.

A Dutch national, Mr. de Jong holds a B.A. in Communications from the Universiteit van Amsterdam, the Netherlands, and an M.A. in English language and literature from Stichting Gelderse Leergangen, the Netherlands.

***Kevin Dobby, Senior Vice President and Corporate Secretary
International Air Transport Association (IATA)***

Kevin Dobby was appointed Senior Vice President and Corporate Secretary of IATA in January 2003. Reporting to the Director General he is Secretary of the Board of Governors, the Annual General meeting and other senior governance groups in IATA. As an officer of the organization, he is responsible for corporate governance structures of the Association and its subsidiaries, and for coordinating IATA's corporate response to key industry issues.

Prior to this post, he was responsible for IATA's member and government relations. Mr. Dobby has worked with IATA for over 30 years, essentially in government and industry affairs. He is a graduate of McGill University.

***Alain-Philippe Feutré, Senior Advisor to the President
International Hotel & Restaurant Association (IH&RA)***

Alain-Philippe Feutré is the former CEO of IH&RA, the International Hotel & Restaurant Association, the only international trade organisation exclusively devoted to promoting and defending the interests of the hotel and restaurant industry worldwide. This appointment culminates Mr. Feutré's forty years of service to the hospitality industry and more than twenty years of dedication to professional associations.

For fourteen years, Mr. Feutré served as President and CEO of the *Syndicate Français de l'Hôtellerie* (1986-2000). Vice President of the *Union des Métiers et des Industries de l'Hôtellerie* (UNIH), he was also president of HOTREC, the Confederation of National Associations in the Hotel and Restaurant Industry in the European Union from 1994 to 1998. Previous to his appointment as IH&RA CEO, Mr. Feutré served as IH&RA vice-president from 1996-2000, including two years as VP – Europe (1999-2000).

Since 1975, he has held offices in various French government bodies including the *Conseil National du Tourisme*, the *Observatoire du Tourisme*, the *Office du Tourisme et des Congrès de Paris*, and the Paris Hotels Association, a reservations centre. In recognition of his services to the industry he was made Chevalier de l'Ordre du Mérite.

***Michael D. Gehrish, President & Chief Executive Officer
International Association of Convention & Visitor Bureaus (IACVB)***

Michael Gehrish assumed his position as President and CEO of the International Association of Convention & Visitor Bureaus (IACVB) in 2001,

which represents more than 1,200 professional members from over 500 convention and visitor bureaus worldwide.

Additionally, Mr. Gehrisch serves on the U.S. Chamber of Commerce's prestigious "Committee of 100," a coalition expanding the outreach of the business and association communities. He is also prominent and active with the National League of Cities and the U.S. Conference of Mayors.

Involved in numerous hospitality and convention/meetings related organizations, Mr. Gehrisch is the current Chairman of the Hotel Association Group Trust Foundation. He also serves on the board of directors of the American Society of Association Executives and is Vice-Chair of the Convention Industry Council board.

Prior to joining IACVB, Mr. Gehrisch served as the Executive Vice President of Sales for WorldRes, an online hotel reservation technology company, overseeing all hotel sales & business development relationships. He also spent 13 years with the American Hotel & Lodging Association in Washington, D.C. as their Executive Vice President. Earlier in his career, Mr. Gehrisch held management positions with Marriott and Hilton Hotels.

Mr. Gehrisch is a graduate of Ohio State University and the Institute of Organizational Management Program at Notre Dame.

***Thomas Jenkins, Executive Director
European Tour Operators Association (ETOA)***

Thomas Jenkins is the Executive Director of the European Tour Operators Association, an association formed to represent the interests of European inbound tour operators who are collectively responsible for handling six to seven million inbound tourists each year.

Currently a member of the Standing Committee of the European Commission on Tourism and New Technology and the Steering Committee of the European Tourism Industry Network, he has also held positions on the Industry Committee on the Euro and on the European Parliamentary Intergroup on Tourism. In the UK he chairs the Council of Travel and Transport, the British Tourist Authority Development Committee and the ETC Forum.

Prior to joining ETOA in 1997 Mr. Jenkins was European Manager with American Express, maintaining a corps of 350 Tour Managers operating throughout Europe.

After graduating in English & History from Bristol University, he conducted Postgraduate Research at the Courtauld Institute, London University.

***Ashwini Kakkar, Chief Executive Officer & Managing Director
Thomas Cook India Ltd.***

Ashwini Kakkar joined Thomas Cook (India) Ltd in June 1997 when he was appointed Chief Executive Officer and Managing Director. In this role, Ashwini has overall operational responsibilities for the Company which

include the core activities of Corporate Travel Management, Foreign Exchange, Leisure Travel, Insurance and the Web business. Mr. Kakkar is also responsible for the strategic development of the business, including the implementation of a number of aggressive growth plans. He is presently in charge of Thomas Cook operations in Sri Lanka, Mauritius and Egypt in addition to the Indian business.

Mr. Kakkar was appointed member of the Executive Committee of Thomas Cook Group Worldwide in December 1998. Following the take over of the Thomas Cook Group in year 2000 by C & N Touristic, Germany, (now known as Thomas Cook A.G), he is a member of the Top Management Team at Thomas Cook A.G.

Mr. Kakkar has a post graduation degree in Management from the Indian Institute of Management, Calcutta, specialising in Finance and Marketing. He has also completed his MBA from INSEAD in France, and has Bachelor's Degrees in Mechanical Engineering and Law.

William A. Maloney, CTC, Executive Vice President & Chief Operating Officer

The American Society of Travel Agents (ASTA)

William A. Maloney, CTC, a 30-year veteran of the travel industry, was named ASTA's Executive Vice President and Chief Operating Officer in March 1999. The Society is the world's largest and most influential travel trade association with more than 20,000 members in 140 countries.

Prior to joining ASTA, Mr. Maloney was the vice president of Travel Industry Sales for the Hertz Corporation in Park Ridge, NJ, where he built and led the U.S. travel industry sales force. He also served as Senior Vice President, Sales and Marketing, for Allnet Communication Services of Birmingham, Mich., where he was responsible for sales, marketing and customer service activities for the \$400 million corporation.

As Executive Vice President and Chief Operating Officer for Woodside Management Systems, Inc., of Boston, Mass., from 1980 to 1985, he converted the company from a nonprofit to a for profit stock company and grew the company-owned franchise location from startup to \$40 million. Mr. Maloney has also worked as Vice President sales for Hughes AirWest of San Francisco, CA., and worked for American Airlines. He was a 1st lieutenant in the U.S. Army.

Mr. Maloney has served on the board of the Travel Industry Association of America, the Institute of Certified Travel Agents, the National Academy Foundation and the Association of Travel Marketing Executives. He holds a BBA degree in finance from St. Bonaventure University in Olean, NY, and is certified by the Institute of Certified Travel Agents as a Certified Travel Counselor.

Victor S. Parra, President & Chief Executive Officer

United Motorcoach Association

On May 4, 1998, Victor S. Parra was appointed to his current position of President and Chief Executive Officer of the United Motorcoach Association.

Mr. Parra has over 30 years of association management experience. Prior to joining UMA, he served as CEO for several high tech associations representing companies in the electronic messaging/electronic communications, the computer graphics and cable television industries. During his tenure as CEO of the Electronic Messaging Association, Mr. Parra helped negotiate critical international treaties affecting copyright material and control of electronically-delivered, intellectual property. He also worked closely with Clinton Administration officials developing the White House Internet White Paper. This policy document has become the framework for the Administration's position on all matters affecting global electronic commerce and development of the Global Information Infrastructure (GII), otherwise known as the Internet.

Mr. Parra also started his own management consulting firm, Strategic Focus, assisting associations and small to medium-sized enterprises in the areas of marketing, business development, and strategic and vision planning.

In addition to his current duties as UMA CEO, Parra also serves as an Industry Advisor to the Board of the Directors of the International Registration Plan (IRP) and in the Industry Advisory Board of the International Fuel Tax Agreement (IFTA).

Jeanine Pires, Director EMBRATUR

Jeanine Pires is currently Director of the Business Travel and Conventions Department at EMBRATUR, which is the Brazilian Tourist Board. Her former positions were: Executive Director of Recife Convention & Visitors Bureau, Director of Maceió Convention & Visitors Bureau, Consultant for ABIH (the Brazilian Hotel Industry Association) in Alagoas State, and Professor at Federal University of Alagoas. Ms. Pires has also had entrepreneurial experience having founded her own company, Plural Events and Research.

Ms. Pires is a graduate of the Federal University of Alagoas State in Social Sciences, as well as a graduate of the Federal University of Santa Catarina State in History. She also holds a Masters Degree in Urban Development and Environment from the University of Alagoas.

Dr. Sabine Schaffer, Senior Consultant McKinsey & Company

Sabine Schaffer joined McKinsey & Company in 2001 as an Associate in Germany and worked on the restructuring of PREUSSAG and TUI that resulted in the creation of the World's biggest tour operator. In 2004, Ms.

Schaffer transferred to McKinsey's Dubai office where she had been involved in the development of a Frequent Flyer Program/ loyalty card business for one of the biggest airlines in the Middle East. In this role, she identified a US\$ 10 million business idea, built up its financial as well as operational model, identified and acquired a credit card issuer as partner, managed the negotiation process as well as supervised its implementation process.

Ms. Schaffer received a Masters in International Business Administration as her first degree. In addition, she holds an MPA as well as a PhD in international management from Harvard University. In her PhD work on 'The role of trust on the Internet' she built up a generic online trust model for online travel agents and developed a first solution approach for a **travel** domain name which has since been developed and realized independently by Tralliance, NY. Her work got published by Transaction Publishing House in the US and by Lit Verlag in Europe. In addition, she has been presenting her research findings in multiple Hotel Tourism Restaurant (HTR) conferences such as ENTER or HITA.

Ms. Schaffer is an active member of the Harvard Club of Middle East and New York as well as a member of the American Marketing Association. Having acquired substantial knowledge in the field of hospitality and tourism in the Middle East, she is currently involved in developing seminar programs for senior managers in tourism related industries as well as an executive MBA program for HTR managers with one of the universities in Dubai.

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