



## Rachel Read, Head of Communications

Rachel is responsible for all ETOA communications. This includes delivery of the internal and external communications strategy across all channels, overseeing our external PR resources and development of our appointment management system.

### Background

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Rachel has a long history of travel industry experience, starting her career as a Tour Director for US educational travel groups.

Having also worked as an Operations Manager in Boston and London, she moved to ETOA in 2002 to develop our digital offering to members and to increase ETOA's standing in the digital arena.

She then took a 5 year break from ETOA to gain an MSc in Operational Research from the London School of Economics, and then to become Insight Director for Digital Media at retail analytics company, dunnhumby.

Rachel returned to a digital role at ETOA in 2013, and became Head of Communications at the start of 2018.

