



# Curriculum vitae for Rob Lippitt



## PERSONAL STATEMENT

I joined vista360 as Creative and Business Development Director in October 2008.

Previously I held various senior management roles within the Commercial team at the airline bmi (formerly British Midland). I worked within the company for 17 years and my final role prior to leaving was sales & marketing manager for bmi international markets.

**These roles involved management & development of activities including all key elements of the sales & marketing mix (atl/btl, printed materials, advertising, media & pr activities).**

I also offer excellent interpersonal skills including excellent relationship building & communication skills, project management, strong commercial awareness, sound organisational skills and am highly self-motivated with a positive 'making things happen' approach to any project.

## CAREER DETAILS

### October 2008 to date Creative and Business Development Director, vista360 Business Solutions

Responsible for website creative development to maximise visitor impact & search engine rankings and ongoing client relationship development & management

### July 2006 to October 2008 - sales & marketing manager bmi international markets, bmi

Responsible for management & development of bmi international offline markets to maximise awareness, achieve revenue targets & work with key local sales, trade, corporate & partner contacts

### Nov 08 to May 08 marketing manager for the Middle East & Africa (secondment)

Responsible for management of all elements of marketing mix within high profile international markets (identified as a company growth area)

### Sept 2000 – June 2006 customer databases manager – bmi

Responsible for provision of accurate, actionable reporting & pro-active identification of key issues

**August 1996 – August 2000** – several management roles within the Commercial (Edifact International Alliances Manager), Customer Services & IT (Airport Automation Systems manager) and Sales (Group Sales Reservations Negotiator) divisions of British Midland Airways.

**March 1995 – August 1996** – business travel management for American Express & Carlson Wagonlit Travel, including corporate travel implant at Head Office of major blue-chip company Boots PLC.

**September 1986 – January 1995** – various travel management roles including, airline (British Midland Reservations Sales), airport (Birmingham Airports Customer Services team) and retail (Reliance Travel branch management).

## Education

1986 - 1987  
1982 - 1986

College of Travel & Tourism, Birmingham.  
Fairfax High School, Sutton Coldfield, Birmingham.

## Qualifications

O Levels including Accounts, Commerce, Office Practice, Ceramics and C.S.E including Maths, English, Typing/keyboard skills, Social Studies.

**Professional Qualifications: Extensive web design (HTML/Dreamweaver/Flash web design – OCN, Graphic design – Photoshop – OCN), systems ((Amadeus reservations and check-in systems, BRS Baggage systems, ULTRA Baggage systems, EDIFACT messaging, EDS Shares Reservations and Travel (including C.O.T.A.C Certificate of Travel agency Competence) training & qualifications.**