**Curriculum Vitae**

**JOHN WALES**

Experienced business Owner and Board Director with a demonstrable history of working in the Leisure, Travel & Tourism industry, since 1983. Founder of multi-award ticket company Encore in 2000 where 7 business acquisitions have been completed, to date. Extensive board level input & experience, having completed 2 PE transactions (Living Bridge & ECI) with Encore and guided the company through continued growth. Encore Tickets sold to Today Tix in February 2020.

Board member of the CTA (Coach Tourism Association) since 2011, elected Chairman in February 2018 and previous board member or committee member of trade bodies; UK Inbound and ETOA. Won 2 personal prestigious industry recognition awards for contributions to tourism and extremely well connected & a well-known authority within the trade. In addition, personal investor in a PE fund, theatre shows, Leisure businesses, exhibitions & property (J Wales & Son). Fellow of the Institute of Travel & Tourism (F.inst.TT.)

**Specialties:**

Business strategy, Product Development, Digital Development, PE Transactions, M & A, Creating business opportunities and partnerships, P.R., Motivation, Team Building/Personnel Development, Utilisation of high profile and reputation in the Travel & Tourism industry network.

**Current Board positions:**

**Crafty Brewing Company** Chairman November 2018 – present

Objective 5x expansion, Strategy & Plans, Acquisitions and integrations x 2, I.M. production & securing investment from high net worth individuals (EIS approved)

**Coach Tourism Association** Chairman Feb ’18 – Present (Non-Exec board member 2011 – 2018)

Plan for future growth, retention and relevance for all members, improve secretariat infrastructure, lead board meetings and oversee communications of the association

**Personal Details**

Born 30 July 1966, Leeds

Married with 1 child (9 yrs. old)

Lives in Camden Town & Dartmoor

**Aim:** To use extensive experience & contacts and input into the growth, direction and value creation of businesses in the Leisure & Tourism sector, at board level in a non-executive capacity. Continue in a plural career for approx. 10 years.

**Professional Experience**

**November 2000 – April 2020**

**Employer**: Encore Tickets Ltd [www.encore.co.uk](http://www.encore.co.uk)

**Position Title**: Co-Founder/Chief Executive Officer/Director

Launched the company initially to address the need to make London theatre tickets easy to purchase for the travel trade. Developed the business into a truly multi-channel distribution company creating a global sales network. On line, direct to consumer and extensive B2B partnerships using integrated API’s or white labels, helped propel Encore to become the largest company in the world in terms of London theatre sales.

Encore sells 1 in 5 of all London Theatre tickets and lauded by theatre producers for introducing a new professional service to the ticketing industry leading in innovation and service standards and capitalising on business development opportunities.

Continued product expansion in the form of attractions, restaurants, sports, exhibitions and events in the UK as well the sale of Broadway Tickets, combined with investment and development of technology, has enabled Encore to achieve continued growth.

**Major Responsibilities**:

1. Led the Executive Management Team
2. Director of the business and on the board
3. Spearheaded the business strategy
4. Product development
5. Supplier negotiation
6. Partner relations & PR
7. IT strategy
8. Executive recruitment
9. Corporate communications
10. M & A (7 acquisitions)
11. Business integrations
12. Project management of office sourcing & relocation (4 times)

**Key achievements:**

1. Built the company from scratch to a turnover of £100m+ and almost 200 staff
2. Created a successful executive team and senior manager infrastructure
3. 2 successful PE transactions delivering healthy returns to investors & executive management
4. Key acquisitions that aided accelerated growth and dominance in the market
5. Award winning business renowned for service and delivery with both clients and suppliers
6. The leading theatre ticket agency with a unique global multi-channel distribution on & off line
7. An infrastructure giving the potential to build the business materially into new product verticals and geographies
8. Built and maintained a profitable business

**April 1999 – September 2000**

**Employer**: **Applause** (Business unit within the Air Miles Group) **Title**: Managing Director

Brought in to turn around an ailing business unit that specialised in selling tickets to the travel trade.

**Major Responsibilities & Achievements**

1. Creation of an organisational structure that met the business objectives
2. Added an extra £1m EBITDA contribution in year 1
3. Established a reputation within the industry as the ticket company that understood the market needs and delivered the best service

**Reason for leaving:** Following a rejected MBO, grasped the opportunity to set up a new company, Encore to meet the needs of the market.

**March 1996 – April 1999**

**Employer**: **Planet Hollywood Title**: Director of European Sales

Recruited by the Planet Hollywood founder, Robert Earl, brought in to present the Planet Hollywood product to the travel trade and create tourism partnerships. Responsible for sales development for 17 restaurants in 10 countries

**Major Responsibilities & Achievements**

1. Creation of a sales infrastructure across all European properties
2. Delivered targeted plans and over achieved budgets in each country
3. Raised the brand profile within the travel industry and created £millions of incremental business for the group in Europe and worldwide restaurants (up to 78 at peak)

**Reason for leaving:** A great opportunity to develop a multi-product business with Applause

**January 1991 – May 1996**

**Employer**: **London Entertains** (Division of Rank Organisation) **Title**: Head of Sales & Operations

Originally a Robert Earl business with themed restaurants in central London attractive to tourists and tour operators around the world. Headed the sales and operations teams of the division.

**January 1989 – January 1991**

**Employer**: **Musgrove & Watson Travel**  **Title**: Sales & Operations Manager

An inbound and outbound tour operator established in 1930. Managed the inbound division, including contracting hotels nationwide, tour design and operations, sales missions and account handling.

**May 1986 – Jan 1989**

**Employer**: **Southampton Tourism** **Title**: Tour Operations Manager

Working within the tourism office of Southampton City Council, created & managed a tour operating division that commercially wholesaled hotels and operated packages funding and enticing major conferences and events to the city.

**March 1983 – May 1986**

**Employer**: **Townsend Thoresen Ferries/P & O Ferries** **Title**: Excursions Co-coordinator

Having initially joined as a reservations clerk, ran the small holiday/excursion division from Southampton/Portsmouth creating and operating short breaks and tours to Normandy and Paris.