



## Tamara Lohan MBE

**Co-Founder of Mr and Mrs Smith**

*"The Art of Travel"*

Tamara Lohan is the entrepreneur behind the 'aspirational but still accessible' travel brand Mr & Mrs Smith. Tamara, CTO of the company, leads the development team who power the cutting-edge technology behind the website, the booking engine and the iPhone app. She has also launched the brand extension Smith & Family – for family travel.

### TOPICS:

- o Entrepreneurship
- o Women in Business
- o Marketing, Loyalty, Brand Innovation and Disruption
- o Digital Marketing and Technology
- o Social Media

### LANGUAGES:

She presents in English.

### IN DETAIL:

Tamara grew up between Spain and the UK and studied languages at Oxford University. She caught the travel bug in her teens and her first job out of university took her to Brazil to launch a new energy drink. Tamara worked in marketing for major brands such as Honda, Unilever and Ericsson and honed her technical knowledge through many data-driven projects, including building large CRM databases through online channels. In 2002 Tamara left the corporate world to help run the family business – an exclusive introductions agency called The County Register, which also gave her the freedom to launch Mr & Mrs Smith. The business now has offices in London, New York, Los Angeles, Singapore and Ibiza and represents around 1000 of the world's best boutique hotels. In 2014, Tamara was awarded an MBE for services to the British travel industry.

### WHAT SHE OFFERS YOU:

Tamara's astute and honest speeches enthuse and inform budding entrepreneurs looking to turn their ideas into functioning businesses.

### HOW SHE PRESENTS:

Tamara provides her audiences with very practical take-aways. Her experience and knowledge make her presentations both highly respected and memorable.