



**Advantage**

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## **ADVANTAGE TRAVEL PARTNERSHIP APPOINTS LEIGH COWLISHAW AS GLOBAL SUPPLIER PARTNERSHIP DIRECTOR**

**21 January, London, United Kingdom** – Advantage Travel Partnership, a leading consortia of independent travel agents, and WIN Global Travel Network has appointed Leigh Cowlshaw as interim Global Supplier Partnership Director.

Leigh Cowlshaw joins the consortium in a redefined global role that considers the overall supplier partnership aspirations for Advantage Business Travel both in the UK and Globally. Leigh will work closely with the teams focused on delivering Advantage Business Travel, WIN and Advantage Meetings & Events activities. Her role will provide a global perspective on future meeting and hotel agreements including the WIN corporate hotel programme, plus product developments which benefit the 6,000 global WIN members located in 70 countries as well as the UK TMC's which represent a combined spend of £3.85bn

Leigh continues as Managing Partner of Black Box Partnerships, a business travel, meetings and events consultancy. Black Box Partnerships work with suppliers and agencies to develop and execute strategies to add increased value to the travel market. Leigh has also held the position of Director of Proposition, Accommodation and Meetings at Capita Travel and Events, as well as Chair of the HBAA Association. Leigh continues to take an active role on the HBAA board today championing the associations strategy as well as a commitment to drive mental health awareness across the industry.

Leigh Cowlshaw commented, "With over 20 years' experience, I am very excited to be joining Advantage and WIN. With my experience in leading supplier management functions, customer executive sponsorship and account management, as well as creating and implementing propositions for accommodation and meetings programmes, I look forward to leading the team and developing the business travel growth and vision. I am very glad to be a part of a consortium that is continuing to evolve and show innovation and commitment to its partners."

Julia Lo Bue-Said, CEO of Advantage Travel Partnership, also commented, "We are delighted that Leigh has accepted the position of Global Supplier Partnership Director whilst we recruit for a Global Business Travel Director

Leigh is a trusted industry individual and is well-versed in accommodation, meetings and business travel both on the domestic and global stage. We are confident working alongside the rest of the business travel and WIN management team in what will be a year of transformation for the business that Leigh's passion and expertise within the industry and business travel environment will significantly contribute to driving forward our overall business travel proposition and global footprint.



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Leigh will participate in a Business Travel Show panel, titled 'Small meetings - the new opportunity to make savings' at 1pm on Thursday 27 February 2020. Meet Leigh and the Advantage Business Travel team during the show on stand, located at B261.

**-Ends-**

For further information about Advantage Travel Partnership please contact Lauren Williams, Ellen Johnson or Plamena Manolova ([bgadvantage@finnpartners.com](mailto:bgadvantage@finnpartners.com)) +44 (0) 20 7 326 9880

**Note to editors:** Advantage Travel Partnership is the UK's largest independent travel agent and travel management company partnership. Advantage Business Travel TMC's are each independently owned, but as a collective they produce over £3.85bn of business travel sales each year, making members experts in every aspect of the travel industry.