

Lisa is responsible for driving strategic initiatives as well as leading product, marketing, tour operations, and communications functions at Hays Travel. With a 37 year career in the travel industry spanning retail, cruise, touring and ski, prior to Hays Travel, Lisa spent four years with dnata as managing director of B2B Tour Operations, responsible for brands Gold Medal, Pure Luxury, Cruise Plus and Incredible Journeys.

Before moving to dnata, Lisa held the position of managing director UK & Ireland at ultra luxury cruise line Silversea for three years , where she oversaw the launch of the line's flagship, Silver Muse, to the UK market. During her time at Silversea, she was also a member of the executive board for CLIA UK & Ireland.

In December 2020, Lisa acquired travel publisher Silver Travel Advisor, the UK's largest reviews and advice site for the over 50's traveler and relaunched the new look brand to include a homeworking retailer dedicated to servicing the mature market.

