

Karen is an experienced travel industry professional with an established career of almost 20 years' working across various fields of the travel and tourism sector. Following a successful career within Lloyds Bank, a two year travel sabbatical led to a career switch, starting with specialist tour operator Austravel. Here, Karen progressed from front-line travel advisor to general manager. A move to New Zealand followed, taking leadership of AOT/ATS Pacific, the largest inbound operator in the country, taking the brand through restructure, stabilization and strategic growth.

In early 2021, Karen was appointed general manager for the EMEA region with Virtuoso to establish the business from a regional perspective, elevating the brand awareness and support strategic growth.

