



TONY ANDERSON

The First Marketing Director, EasyJet

Categorie

Business & Management

Type

Leidinggevende | Ondernemer, Visionair | Innovator

Inzetbaarheid

Keynote spreker

Talen

EN

Afkomstig van

United Kingdom

Biografie

Tony Anderson is best known as the first marketing director of easyJet, the UK's largest and best known airline. He was as a key member of the start-up team that planned and launched easyJet in 1995 when it became the first carrier in the world to sell 100% direct to the public. Initially operating two leased aircraft flying between London and Scotland, easyJet today flies over 81 million passengers a year on more than 820 routes.

Tony Anderson later became a director of the easyGroup where he launched new businesses in a range of different industries under the easy brand. He has held management positions in other travel related companies including British Airways, Thomas Cook and Tui.