

## Helene Lloyd <sup>[1]</sup>

Director, TMI Consultancy  
Moscow, Russia

Helene has more than 15 years experience working in the communication and marketing sector, with a specialisation in the Travel and Education sectors. Prior to this, Helene worked for Visit Britain, the UK's national tourism board, where she was responsible for the development of the Russian Market, before setting up her own Travel Research and Consultancy office in Moscow in 2000. Helene spent 12 years based in Moscow and continues to advise numerous Tourism Boards, Hotel chains and other travel related companies and associations on the implementation of their communication and marketing strategy in Russia and the CIS. Helene has an MA in European International Relations and is a member of the Chartered Institute of Marketing.



LinkedIn - Helene Lloyd <sup>[2]</sup>

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