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BTMI BOARD OF DIRECTORS ANNOUNCES NEW INTERIM CEO

The Board of Directors of the Barbados Tourism Marketing Inc. (BTMI) has announced the appointment of Craig Hinds as the company's new Interim Chief Executive Officer. Hinds is no stranger to the BTMI, having joined the organization as Chief Financial Officer in January 2020, where he served until his most recent appointment.

Speaking on the selection, Deputy Chairman of the BTMI, Wayne Capaldi, said that "In his role as Chief Financial Officer, Hinds has been a major asset to the finance team and the entire organisation. I have every confidence that in his new post as Interim CEO, he will continue to engage and advise the BTMI in the right direction as we look to recharge the tourism industry during this critical time. I can also say that we are making progress in our executive recruitment of a permanent CEO to fill the post at the BTMI."

A certified accountant and seasoned financial expert, Hinds brings over 20 years of combined experience in business strategy, accounting and financial analysis. He has held key positions in telecommunications, insurance, and at the Barbados Tourism Investment Inc., where he assisted with the development and setup of companies which managed the 2007 Cricket World Cup.

Hinds commented on his new post, saying "BTMI has a very talented and committed team which is especially needed to deliver results in this highly-nuanced pandemic environment. I have all confidence that we will accomplish that. In fact, we are already starting to see very positive signs from the global markets, with increased airlift and cruise calls. I therefore look forward to a very

bright future in leading the BTMI team and we will continue to deliver what is best for Barbados and Barbadians as we seek to rebuild our crucial tourism sector.”

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