

Nick Adderley
Marketing and Insight Director
Heathrow Airport

Nick Adderley is the marketing & insight director for Heathrow. He is responsible for a broad range of activities including passenger insight & experience, the development of Heathrow as a brand, growing commercial revenues through marketing activity, digital channels including websites and mobile applications, and CRM and loyalty programmes.

Nick joined BAA (operator of Heathrow airport) in 2008, initially as commercial marketing director for BAA's then seven UK airports. Before joining BAA, he had an extensive career in retailing, e-commerce and brand marketing for businesses such as Sainsbury's, Kingfisher, Grand Met (Diageo) and RHM.

He is a Fellow of The Chartered Institute of Marketing and a member of the Advisory Board for the MSc in Corporate Brand Management and the MSc in Applied Corporate Brand Management at Brunel Business School.