

Tourism Webinar Speakers

Riddell Graham, Director of Industry and Destination Development



Riddell Graham, Director of Industry and Destination Development, the Industry and Destination Development Directorate's remit is to develop and maintain direct relations with a wide range of partners, with the main aim of making sure that tourism is seen as an important and valuable industry for Scotland. It does this through influencing a range of partners and stakeholders including tourism businesses, travel trade, industry bodies, Destination Management Organisation's and local authorities.

My team is responsible for the direct delivery of VisitScotland's Quality Assurance schemes, visitor information services and the provision of advice and support to businesses.

My early career working for Borders Regional Council moved between project officer posts in public transport and countryside access within the Council's Planning and Economic development department. I started working in tourism in 1978 as assistant tourist officer with Borders Council and then through the ranks and a host of related jobs to Chief Executive of Scottish Borders Tourist Board, a post I held from 1996 to 2005. I have been a Director with VisitScotland since 2005 in four different roles, first as Director of Strategic Partnerships and Communications then as Director of Strategic Partnerships, then as Director of Partnerships and more recently as Director of Industry and Destination Development which I took up in January 2018.

Vicki Miller, Director of Marketing VisitScotland



Vicki joined VisitScotland in 2005 after three successful years with Dumfries & Galloway Tourist Board where she held the posts of Head of Marketing & Visitor Services and Acting Chief Executive. Vicki played a key role in the region's recovery post foot & mouth and delivered a three-year European funded Marketing programme working with local stakeholders.

Since then she has held a number of Senior Marketing positions within VisitScotland including Head of Local Marketing, Head of Content Marketing and Head of Customer Experience. Vicki has also been instrumental in leading the organisation's digital transformation programme of work.

On 1st November 2019 Vicki was appointed as VisitScotland's Director of Marketing, having undertaken interim responsibility for the role for 15 months while the previous Director of Marketing was on secondment to Scottish Enterprise.

Prior to 2001, Vicki had eight years in Senior Marketing roles within the energy and financial services sectors working for Scottish Hydro-Electric and Bank of Scotland.

Ian McKee Managing Director, GLM



Ian McKee is the managing director and co-founder of GLM, a firm located in Edinburgh and Inverness. GLM is a full-service company. Our ability to appraise, design, construct, manage and operate sets us apart in the market giving clients a unique opportunity to engage with a professional adviser and facilitator who understands the challenges beyond the building. This comes from the experience we have building, managing and operating our own properties and those of our partners and clients.

With a focus on sustainable tourism through rural diversification, we specialise in the creation, reuse and adaptation of buildings and land where we bring to bear our sharp insight, imaginative design and effective implementation, ensuring the projects we work on stand proud and will stand the test of time. And, if we can do this with the lightest touch, doing more with less, then all the better!

Ian has delivered tourism and visitor facilities throughout Scotland and the UK and has advised on projects in Europe and the US. With a focus on the use or repurposing of heritage assets and their integration into a wider tourism strategy, a richer, more sustainable visitor experience is delivered. A lifelong cyclist and mountain biker, he is particularly interested in wilderness and adventure tourism and has advised both private organisations and public bodies on the development of related facilities. Keen to promote Scotland as the number one choice for adventure tourism, Ian is currently engaged in projects to provide for this growing market.

A chartered building surveyor, Ian is a Fellow of the Royal Institution of Chartered Surveyors (RICS), of which he is a past Scottish Chairman and is a Fellow of the Chartered Association of Building Engineers (CABE).

Sarah-Jane Laing, Chief Executive



Sarah-Jane was appointed as Chief Executive of Scottish Land & Estates in December 2019, the first woman to hold this role in the organisation's 110 year history.

Sarah-Jane, who lives on the family farm in Hume in the Scottish Borders, has steadily climbed the ranks at the rural business organisation over the past fifteen years, starting out as housing strategy officer before moving to the role of Head of Policy and then Executive Director in 2017, before her current role as Chief Executive. Sarah-Jane was also reappointed as a Board Director at our online Annual General Meeting in April 2020.

Leading a team of 25 SLE colleagues based across Scotland, Sarah-Jane's role includes influencing the UK Government on a wide range of issues that will impact rural Scotland. At Holyrood, her focus is on addressing climate change, increasing the supply of quality, affordable rural homes and developing a post-Brexit land-use policy which delivers resilient businesses and thriving rural communities as well as increased environmental resilience and wider societal benefits.

She is also responsible for encouraging Scotland's landowners, whether they are communities, private individuals or charities, to be open, inclusive, enabling and responsible, through SLE's Landowners' Commitment. The Landowners' Commitment sets out how landowners can continue to operate their businesses, while contributing to the public good and all SLE members sign up to it.

Prior to joining SLE she spent over 10 years in housing and planning with local authorities and housing associations. Sarah-Jane represents SLE on a large number of external stakeholder groups, is a member of the Scottish Government's Women in Agriculture Taskforce, the Climate Change Emergency Response Group as well as a recipient of the Farmers Club Windsor Leadership bursary.