

HSMAI Region Europe Profile: Terri Scriven from Google

Terri Scriven

**Head of Hospitality and Tourism
Google UK**

Terri is also the Vice Chair of HSMAI Region Europe Digital Marketing Advisory Board.

Q: What does a day at work consist of for you?

A: As the Head of Hospitality and Tourism for Google UK, my role is to partner with Hotels, accommodation providers and Tourist Boards to build their brands online and drive more traffic to their websites. No day ever remotely the same, which is what I love about the role.

I started this morning at 6am with a personal training session, which pushes me out of bed and past my breaking point, also the only time I can do with a 3 year old. I then head into the office for a breakfast meeting with my Analytical Consultant, who is brilliant and is working on a new Direct Booking solution for search to link STR performance and Search demand so the hotels can optimise and push search to close occupancy gaps instead of discounting and allowing the OTAs to scoop up.

I then typically have 2 client meetings on key topics aligned to our joint business plans – today I am meeting with the VP of Marketing and Ecommerce at Hilton on their Direct Booking strategy and quest toward further automation, followed by a meeting with Hostelworld on their 2017 plan. I then have a little time to structure my speech for Next week's Hoseasons conference as well as the 3 conferences I will speak at the

following week at World Travel Market (it is conference season so I have nearly 1 event a week).

Yet last week was very different as I facilitated Stretch, a Women's Leadership course we run and had time in Dublin with the team.

I race home at 5:45 to make it back in time to do 'fun time bath time' with my daughter and read her two stories before bed. Then a quick dinner before I clear the inbox and wind down with my husband.

Q: What's the best part of your job?

A: The people and the continuous challenge. We are constantly testing and iterating our product to improve the consumer experience but also the performance for advertisers. At first it felt like drinking through a firehose, but now I love the state of being uncomfortably excited, on the edge of my seat and working to constantly learn and develop myself and the team.

Q: Do you have anyone you've looked up to?

A: I am lucky to have many senior role models at Google, who inspire me to push myself outside of my comfort zone, be intentional with my career. Eileen Naughton who was the UK MD has just started a role as the Head of people and HR for Google – she optimises what it means to be a good coach and has instilled coaching fundamentals in all I do with my team. Sheryl Sandberg truly inspires me with her boldness to author 'Lean In' and inspire a following to do the same. We teach much of what she recommends in 'Stretch' and more and I feel more confident myself as I progress through my career.

Q: Do you have any nice traditions at your office?

A: I love the TGIF tradition which was originally started by Larry and Sergey on a Friday afternoon as a meeting to update

teams on the latest product developments over a beer. Google is now 18 and it continues weekly to this day (only now on a Thursday to be broadcast as a catch up on Friday with our Global time zones) with Sundar, Larry and Sergey leading on key topics and the latest product developments.

Q: How long have you been a member of HSMIAI?

A: For the last 2 years.

Q: What do you think is the best thing about HSMIAI?

A: The education and networking opportunities to ensure hotels and hospitality companies can learn from each other and stay competitive in this increasingly changing landscape.

Q: Are there any activities or projects you think HSMIAI should start up?

A: I love HSMIAI Region Europe's new mentoring programme and think we can extend this to virtual mentoring via Skype or hangouts with a larger Base.

I think HSMIAI Region Europe should partner with a leading Hotel University and line up internship and buddies to get our future recruits off to the best start and inspire them on Digital Marketing career potential.

Q: Describe your perfect weekend.

A: This last weekend was pretty perfect. Ballet for my daughter on a Saturday morning, trip to the farmers market and dinner party with friends. Then on the Sunday I met a friend in town from NYC for brunch, took my daughter to the zoo and had a late afternoon picnic in Regents Park.

Q: If you were trapped on a desert island, what would you take with you, if you could choose one thing?

A: Helicopter.

Q: What is the title of the book about your life?

A: Stop running, Start Transforming

Q: What is your next travel-destination?

A: We just got back from an amazing holiday in Mauritius. True Paradise. After WTM I am heading to LA for Phocuswright and to Mountain View for an Executive Summit with Premier Inn.

Q: Do you have any special hobbies?

A: I wish I had time for hobbies, other than my love for Travel. We are very much focused on house renovation at the moment and have knocked down the kitchen to build an extension...so my hobby is currently all about the design, build and interior fit out.

Q: Thank you for your time. Do you have any personal comments?

A: HSMAI in Europe has such promise and becomes more professional and impactful each week. I have enjoyed being a member of the Digital Marketing Advisory Board and look forward to helping to take it to new heights.

Top photo: Terri Scriven, Head of Hospitality and Tourism, Google UK