

New CEO appointed to VisitScotland

A new Chief Executive Officer has been appointed at VisitScotland.

The new boss has been recruited internally. Vicki Miller the Director of Marketing and Digital at VisitScotland will now take over from Malcolm Roughead, OBE, who will retire at the end of September after more than two decades with the organisation. He has been CEO for the last 14 years.

Ms Miller has had a career in the private sector and moved into tourism with a role at the Dumfries and Galloway Tourist Board, latterly as Acting Chief Executive.

She joined Visit Scotland 19 years ago and has held a number of key positions, but has been appointed CEO after an open recruitment process.

She will take over from Malcolm Roughead OBE, who will retire at the end of September after more than 23 years with the organisation, and 14 as CEO.

Vicki is an experienced leader and marketing expert. After a career in the private sector, she moved into the tourism industry with a role at the then Dumfries and Galloway Tourist Board, where she was latterly Acting Chief Executive.

She joined VisitScotland in 2005 and since then, she has held a number of key positions including Head of Local Marketing, Head of Content Marketing and Head of Customer Experience. She was promoted to the position of Director in 2019.

Her appointment as CEO follows an open recruitment process

which was led by VisitScotland's Board and attracted candidates from a range of backgrounds.

Stephen Leckie, Chair of VisitScotland, said: "The panel agreed unanimously that Vicki was the outstanding candidate to lead the next chapter for VisitScotland.

"She brings a wealth of experience and a real understanding of not only the challenges faced by industry but also the opportunities for growth in tourism and events.

"As a leader, she demonstrates a clear commitment to people and has a strong track record of collaboration with stakeholders and partners across Scotland.

"I look forward to working with Vicki to build on Malcolm's exemplary leadership and continue VisitScotland's focus on growing the value of the visitor economy for Scotland."

Business Minister Richard Lochhead said: "I am pleased to see today's appointment of Vicki Miller as VisitScotland's new CEO.

"Tourism, hospitality and events play a key role in driving our economic, social and cultural objectives, bringing visitors from all over the world to Scotland and in turn, helping to sustain communities, create jobs and attract investment across the country.

"Vicki brings with her a wealth of experience from across the visitor sector and beyond, and is very well-placed to lead the organisation into its next chapter, while advocating on behalf of this vital industry."

Vicki Miller said: "It's an honour to be appointed CEO of VisitScotland, after 20 years working in the tourism industry.

"I am passionate about tourism and events and believe firmly in the positive impact VisitScotland already makes in delivering for our country.

“As we look to the future, I am committed to building on those foundations, based on continued collaboration with industry, partners and wider stakeholders.”

Ms Miller takes up her new role on 1 October.

