

Head of AI Products



Location: London

Department: Technology & AI

Reporting to: Chief Technology & AI Officer

Contract Type: Permanent

Do you want to create memories that last a lifetime?

Tour Partner Group is a leading B2B Destination Management Company (DMC) specialising in travel experiences across the UK, Ireland, the Nordics, and the Baltics. With offices in London, Edinburgh, Dublin, and Copenhagen, we bring together over 300 destination specialists, designing unforgettable travel experiences for Groups and FIT, as well as curated MICE programmes under our dedicated brand, **Horizons by Tour Partner Group**.

At **Tour Partner Group**, we believe in responsible travel, continuously challenging ourselves to elevate our standards and ensure that every journey we create leaves a positive impact on both people and the planet.

About the position:

We are looking for a passionate and dynamic **Head of AI Products** to join our team in **London**. In this role, you will lead the transformation of how TPG's commercial and operational teams work using AI and Digital Products and you will own the end-to-end redesign of core business processes. You will work as part of a **collaborative, international team**, creating memories that last a lifetime for our clients and their customers.

Your responsibilities:

As the Head of AI Products at Tour Partner Group, your key responsibilities will include:

- Owning and scaling the AI CoPilot, transforming sales quoting from a manual, multi system process into a fast, AI assisted experience that drives adoption, productivity, and revenue impact
- Being accountable for measurable business outcomes including quote turnaround times, win rates, sales productivity, and user adoption across sales teams
- Leading end to end process transformation by reimagining existing ways of working, removing legacy system touchpoints, and embedding AI driven workflows that teams actively embrace
- Driving CRM adoption, defining portal strategy, and shifting customer and supplier interactions toward scalable self-service models
- Sponsoring Design Thinking workshops and shaping future state operating models in close collaboration with commercial, operational, and technology stakeholders
- Overseeing the modernisation of the Tourplan user experience and holding external partners accountable for delivering high quality, outcome driven digital experience



Process Transformation & Service Design Leadership

- Sponsor and actively participate in Design Thinking workshops with business stakeholders
- Approve future-state service blueprints and journey maps, ensuring they deliver business outcomes
- Challenge the business to abandon legacy ways of working, not just automate existing processes
- Define the "future state operating model" for sales, customer service, and supplier interactions
- Ensure technology investments translate into actual process change and adoption

AI CoPilot – Product Ownership & Business Transformation

- Own the AI CoPilot product vision and roadmap – accountable for ROI, not just delivery
- Define the end-to-end quote-to-win process transformation: from email inquiry to proposal sent
- Ensure sales reps never touch legacy Tourplan for quoting – design the process to make this possible
- Set and track business KPIs: quote turnaround, win rate, quotes per agent per day
- Manage the suppliers' relationships
- Work with UX Expert to define AI interaction patterns: when AI suggests, when humans decide, how to iterate
- Coordinate with Data Product Owner to ensure RAG knowledge bases deliver accurate, useful AI outputs

Tourplan UI/UX Modernisation

- Own the product strategy for modern front-end experience of Tourplan
- Define which Tourplan functions get modernised
- Ensure the new UI eliminates complexity, not just reskins it
- Drive adoption – the best UI fails if users don't embrace it

CRM Adoption Programme

- Be accountable for CRM adoption reaching >80% across all business lines
- This is a change management challenge, not a technology project – own it accordingly
- Define enforcement mechanisms, training programmes, and workflow automation
- Work with UX Expert to identify and eliminate friction points that block adoption
- Ensure CRM becomes the genuine "single source of truth" for customer intelligence



Portal & Digital Channel Strategy

- Define how customers and agents should interact with TPG digitally
- Product Owner for Customer Portal – enabling self-service that reduces operational burden
- Product Owner for Nezasa deployment – agent-facing portal for FIT business
- Quantify the shift: measure reduction in calls, emails, and manual operational work

Team Leadership & Partner Management

- Lead and develop the Digital Products team (UX Expert, UI Engineers, BA)
- Manage external development partners with clear accountability for outcomes
- Coordinate with Booking Products team to ensure APIs and data availability

Your profile: Skills & Experience

We are looking for an individual with the following skills and qualifications:

- Travel industry experience – you must understand tour operations, booking lifecycle, supplier relationships, and agent dynamics
- Process transformation experience – proven track record of changing how work gets done, not just delivering software
- Service design literacy – ability to read, critique, and approve service blueprints and journey maps; experience sponsoring Design Thinking initiatives
- Digital product leadership in B2B contexts – portals, booking systems, or complex operational workflows
- Strong commercial mindset – understands sales processes, conversion metrics, margin optimisation, and revenue impact
- Change management awareness – recognises that technology adoption requires behaviour change and knows how to drive it
- Experience managing external development partners with accountability for business outcomes, not just deliverables
- Exceptional stakeholder management – ability to align senior commercial leaders around a transformation vision
- CRM implementation or adoption programme experience
- Agile product management certification (CSPO, SAFe, or similar) is preferred



What we offer

At Tour Partner Group, we believe in rewarding our team members. By joining us, you will enjoy:

- A **dynamic and international work environment**, collaborating with colleagues from over **20 nationalities**.
- **Familiarisation trips** to enhance your first-hand knowledge of our destinations.
- A **holiday increase** with years of service, up to **25 days**.
- A **contribution towards gym membership** to promote well-being.
- **An extra day off on your birthday**, because celebrating is important!
- **One volunteering day per year** to support a cause you're passionate about.
- **Annual social events** to celebrate our shared successes.
- **TPG Travel Club discounts** to explore our destinations in your free time.
- The opportunity to become a **Value Champion**, earning a **Discover-Our-Destination reward** for an exciting explorer getaway.
- A **structured development programme** with **on-the-job training**, ensuring you reach your full potential.
- A **collaborative and supportive team culture** where every member is valued.
- Opportunities for **career progression**, moving into new roles within the company.

Additional Information

- **High Season Period:** Please note that from **1st May – 31st August**, the workload may be heavier, and overtime may be required. Overtime is compensated as time off in lieu.
- **Work Location:** This position is based in **London, UK**, with the possibility of hybrid working depending on the role.

Our Values

At Tour Partner Group, our values guide everything we do:

- **Partnership** – We collaborate as a team to succeed and hold our colleagues and business partners in high esteem.
- **Inspiration** – We inspire confidence in others through our knowledge and expertise. We seek and embrace change.



Head of AI Products



- **Respect** – We are open to new ideas, cultures, and experiences. We value honesty and transparency.
- **Passion** – We share our love for travel and encourage others to explore our destinations. We aspire to be the difference that makes the difference.

Our Commitment to Sustainability & ESG

- We recognise the part we play as a tourism business. We believe in the **positive force and impact** of responsible business on our collective future—one that is sustainable and contributes **not only to ourselves and our clients but also to the planet and society as a whole**.
- Internally, we have taken active steps to **reduce our environmental footprint** by limiting printing, switching to **digital business cards**, and ensuring that **business travel is only undertaken when essential**. Additionally, we encourage our employees to **give back to the community** through our **1 volunteering day per year** initiative.
- Find out more about our sustainability efforts: [Tour Partner Group ESG Policy](#)

Our Diversity, Equity and Inclusion Statement

- At Tour Partner Group, our values of **Partnership, Respect, Inspiration and Passion** guide everything we do. We believe that travel is about **connection, discovery and shared experiences** – and that **begins within our own teams**.
- We are committed to building a workplace where everyone feels **valued, respected and inspired** to contribute their best. We encourage applications from individuals of every **background, culture, identity, ability and life experience**.
- Our aim is to make opportunities accessible, ensure decisions are fair and provide the resources each colleague needs to grow and succeed.
- By living our values and embracing **diversity**, practising **equity** and nurturing **inclusion**, we strengthen not only our business but also the partnerships and communities we serve.

How to Apply

If you're excited to be part of a team that delivers exceptional travel experiences, we'd love to hear from you!

- Please send your **CV and cover letter** to global.recruitment@tourpartnergroup.com with the subject line: **Application for Head of AI Products – Your Name**.
- If you have any questions about the role, please contact **Bianca Chiru** at bianca.chiru@tourpartnergroup.com.

We look forward to welcoming you to the Tour Partner Group team!

www.tourpartnergroup.com

