

Airport Dimensions appoints Ed Thorne as Global Marketing Director



Ed Thorne, Global Marketing Director, Airport Dimensions

[Airport Dimensions](#) has announced the appointment of Ed Thorne as the new Global Marketing Director.

Thorne brings 18 years of experience in the travel and hospitality sectors to the role, along with a

passion for marketing gained at some of the world's most recognizable and best-loved brands, such as Radisson, Hilton and InterContinental.

As Director of Brand Marketing at Hilton, Thorne was responsible for driving brand awareness for all Hilton brands across the EMEA region. He later took the role of Director of Customer Partnerships, tasked with ensuring that Hilton's portfolio of products drove acquisition, retention and engagement in the Hilton Honors loyalty program. He also helped lead the repositioning of the Hotel Indigo brand at InterContinental. Most recently, he was Global Head of Brand at William Hill.

In the role of Marketing Director, Thorne will provide marketing leadership within the Airport Dimensions team to ensure the company continues to meet the needs of its clients, while creating new, innovative revenue models that align with the strategy of its customers, clients and partners. He will also provide industry, client and competitor insight into the design and development of Airport Dimensions' commercial strategy.

"I'm excited to be part of the entrepreneurial spirit that has served Airport Dimensions so well, and joining a global team of industry-leading professionals," Thorne said in a press release. "I'm looking forward to help build a portfolio of brands that continue to be commercially successful and that our guests and partners value. As travel opens up, we have a huge opportunity to grow and ensure that our brands are meeting all of our customer's needs wherever and whenever they travel."

"We're thrilled to be welcoming Ed to our team. His broad experience and extensive portfolio of work in the travel and hospitality market will prove invaluable as we continue our mission of bringing exciting new experiences to passengers across the globe," said Errol McGlothan, Managing Director (EMEA & APAC) at Airport Dimensions.

Airport Dimensions is developing its airport lounge network with innovative digital and physical services to meet the changing needs of travelers, including the recent opening of [Ambaar Club at Viracopos International Airport this November](#), the company's first venture in the South American travel sector. The company also announced earlier this year a collaboration with JPMorgan Chase, which will introduce the Chase Sapphire LoungeSM by The Club already with locations already in development.