



## Who is Olivier Henry-Biabaud ?

Olivier founded TCI Research in 2010. With a master's degree in Marketing Strategy (Paris Dauphine University, Sciences-Po Paris), he has a 20 years of experience in market research in global companies (TNS, Ipsos) in senior operational and management positions based in various locations. A specialist in international travelers' opinion, he has been in charge of large-scale research programs measuring traveler satisfaction and destination competitiveness for over 70+ countries, regions, cities and international tourism organizations in Europe, Americas, Caribbean, MENA, Oceania and Indian Ocean. He is a regular speaker in international forums about tourism competitiveness, member of the UNTWO Panel Experts