

Brian Smith

Brian is a life-long hill walker, in the UK, Europe and worldwide.

After 7 years in charge, he has just retired from the post of Chief Executive of HF Holidays, Britain's leading walking, cycling and active holiday company.

His business career spans over 40 years during which time he has also been Managing Director of Continental Tyre Group (14 years) and held Commercial Director positions' at Leyland/Daf Trucks (17 years).

The experience and knowledge he brings to the BMC covers all aspects of establishing and delivering long term strategies, creation and allocation of funds and resources and management of performance.

Of special relevance to the BMC is his experience of running a membership and volunteer supported co-operative organisation, the application of modern business systems, the development of on-line marketing as well as customer / member recruitment and retention, gained at HF Holidays and through various voluntary roles.

Throughout his professional career he has held voluntary responsibilities including Director of the Outdoor Industries Association, Director of Co-operatives UK, Chairman of Tyresafe, President of the British Tyre Manufacturers Association and as a representative for the Society of Motor Manufacturers and Traders.

Brian is well known in the wider outdoor sector, from the National Trust, Youth Hostel Association and Ramblers to Berghaus, Rohan and Cotswold. He has been actively involved in many initiatives and partnerships.

An Economics graduate, Brian is married with 3 active outdoor grown up children who are members of the BMC.