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Monarch Airline’s CEO Andrew Swaffield visits The College

Andrew Swaffield has been praised in recent weeks by industry experts as he has piloted the company through turbulent times and helped to negotiate a £125m rescue package.

Andrew, originally from Bournemouth, has certainly not forgotten his roots. This week he was a special guest at The Bournemouth & Poole College where he talked to students about what it takes to survive and thrive in a challenging business environment. The students are currently studying at the college on relevant courses such as the FDA Tourism (Degree), Air Cabin Crew, Diploma in Aviation and BTEC Travel & Tourism Level 3.

Mr Swaffield was happy to offer some valuable advice to the students and present himself as an example of what can be achieved through hard work, dedication and application. He was also given a tour of the department which included the Air Cabin Crew room specifically designed for the college’s Aviation courses.

Born and raised in Ensbury Park, Bournemouth, Andrew recently told a business journalist: “I come from a blue collar background. My dad was a telephone engineer and it was a very happy time growing up in Bournemouth. I was very lucky, I had a good upbringing.”

After 10 years with Thomas Cook, Mr Swaffield left in 1994 to join British Airways, where he headed leisure sales in the UK. He later became Managing Director of Avios, the BA’s Air Miles loyalty business, before joining Monarch in April last year. Tasked with restructuring the failing airline, his efforts have so far been welcomed by the industry.

There can be little doubt that the determination to follow his own career path has taken him to the pinnacle of a company that needed some serious financial surgery.

He said of his visit to The College. “It’s a privilege to be here and talking to the next generation of talent coming into the industry. I hope some of the advice I give rubs off and helps them as they make their own successful way in life.”