# Linda Moir

Linda Moir has worked in a number of high profile businesses that have developed extraordinary reputations for outstanding customer service.

In 2012 she led the front of house Spectator Services team at the London Olympic and Paralympic Games. As Virgin Atlantic's Director of In Flight Services she was responsible for the airline's award winning service. She combines a unique background in HR and customer service management to deliver exceptional performance through people.

During her five years at Virgin Atlantic she oversaw significant business growth whilst consistently driving the Virgin Atlantic service promise of 'Brilliant Basics, Magic Touches'. With the support of Sir Richard Branson she revised the recruitment, training, promotion and performance management of 5,000 Cabin Crew that led to the highest recorded customer satisfaction scores.

Before joining Virgin she was HR Director for National Air Traffic Services during the period of transition from public to private ownership. She started her career at British Airways and was involved in the organisation's transformation to a customer led business.