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# TAMARA LOHAN

LONDON  
SPEAKER  
BUREAU

- Co Founder Mr & Mrs Smith -Entrepreneur and technology strategist



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Tamara Heber-Percy is an entrepreneur and technology strategist with a background in marketing.

In 2002, she co-founded Mr & Mrs Smith – the global boutique hotel travel specialists – with husband James Lohan, and has been responsible for evolving the company’s digital infrastructure ever since.

Today, Smith operates from offices in London, New York, LA and Singapore, and has more than 1.5 million members worldwide. As CTO, Tamara has overseen the development of its in-house booking engine and proprietary availability-management systems, as well as more recent innovations: the iOS app and global responsive websites for Mr & Mr Smith and sister brand Smith & Family.

Tamara mentors a number of start-up companies, with her experience spanning travel and hotels, women in technology, business, and balancing parenting with career progression. In 2014, Tamara and her husband were awarded MBEs for services to the British travel industry.

## Topics

- Entrepreneurship
- Technology