Tony Anderson

Tony Anderson is best known as the first marketing director of easyJet.

EasyJet is the UK’s largest and best known airline. Anderson was as a key member of the start-up team that planned and launched easyJet in 1995 when it became the first carrier in the world to sell 100% direct to the public. Initially operating two leased aircraft flying between London and Scotland, easyJet today flies over 73 million passengers a year on more than 820 routes.

Anderson later became Director of the easyGroup where he launched new businesses in a range of different industries under the easy brand. He has held management positions in other travel related companies including British Airways, Thomas Cook and Tui.

Anderson is also lecturer in marketing at Imperial College, London and at the Cambridge University Judge Business School. He is the author of easyLand, the inside story of the easyJet start-up.