

PETER TUGGEY

Managing Director | Global Aviation, Assistance & Technology Executive

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EXECUTIVE PROFILE

International managing director with more than 30 years' leadership experience across aviation, aerospace, assistance services and connectivity technology. Proven record of building and transforming multi-country businesses, owning substantial P&Ls, integrating acquisitions and leading dispersed teams across Europe, the Middle East, Africa, Asia-Pacific and the Americas. Combines commercial drive with operational discipline, deep airline and business-aviation relationships, and the ability to align cross-functional teams around growth, customer value and resilient service delivery.

LEADERSHIP EXPERTISE

International P&L leadership	Business transformation	Organic and inorganic growth
Aviation and maritime services	Executive client relationships	M&A and post-merger integration
Commercial strategy	24/7 operations	Product and market development
Crisis and assistance services	Matrix leadership	Board and stakeholder engagement

PROFESSIONAL EXPERIENCE

Managing Director, Europe, Middle East, Africa & Asia | MedAire, an International SOS company

2020–Present • London, United Kingdom

Regional executive responsibility for MedAire's aviation medical, security, assistance and training businesses across a diverse international footprint spanning Europe, the Middle East, Africa and Asia-Pacific.

- Leads regional strategy, commercial performance, client relationships and operational alignment across a multi-country organisation, reporting into global executive leadership.
- Grew gross profit from approximately US\$11m pre-COVID to more than US\$20m, while navigating pandemic recovery, geopolitical disruption and intensifying competition.
- Strengthened strategic relationships with major airline and business-aviation clients across Europe, the Gulf, India, Greater China and Southeast Asia.
- Led cross-border initiatives spanning inflight medical support, aviation security, crisis response, assistance services and digital service adoption.
- Built a unified, performance-led regional culture across teams in the UK, continental Europe, the Middle East, India, Singapore and Australia.

General Manager, Aviation | MedAire, an International SOS company

2017–2020 • United Kingdom | Global remit

Global P&L leadership for MedAire's aviation portfolio, reporting to the MedAire CEO and International SOS Group Executive Committee.

- Directed global commercial and operational priorities across airline and business-aviation markets.
- Led the acquisition and post-merger integration of a US-based assistance business, establishing a fourth business vertical for MedAire.
- Aligned product, operations and commercial teams around a consistent global aviation proposition and growth agenda.

Chief Operating Officer | MedAire, an International SOS company

2015–2017 • Phoenix, Arizona, USA

Executive responsibility for the Americas and MedAire's global 24/7 assistance platform, with accountability for a US\$35m P&L and approximately 240 employees.

- Set strategic direction across business development, service operations, budgeting, incentive programmes and M&A activity in aviation and maritime markets.
- Restructured the commercial aviation business to reflect changing market conditions and restored gross-profit growth.
- Consistently delivered budget expectations while improving employee engagement and organisational effectiveness.
- Secured recognition as one of Arizona's best companies to work for within six months of appointment.

Managing Director, Europe | MedAire, an International SOS company

2010–2015 • United Kingdom

Led MedAire's European aviation and maritime business, with full P&L accountability and offices in the UK, France, Germany, Spain and Switzerland.

- Delivered sustained sales and profit growth through a combination of organic expansion and acquisitions.
- Grew the business by approximately 60% and exceeded budget for five consecutive years.
- Led multiple acquisitions and integrations, doubling the scale of the business during the tenure.
- Received International SOS Country General Manager of the Year recognition for outstanding performance.

Chief Commercial Officer | AeroMobile, a Telenor / Panasonic company

2005–2010 • United Kingdom | International remit

Led international sales, marketing, product and revenue for an aviation mobile-network and connectivity technology provider.

- Positioned AeroMobile as the market leader through direct and partner-led commercial strategies across multiple regions.
- Built strategic alliances across airlines, telecommunications providers and the aviation supply chain.
- Secured Emirates as launch customer for a US\$26m fleet rollout; the March 2008 commercial launch was a world-first for inflight mobile connectivity.

EARLIER CAREER**2001–2005 | Senior Business Development Manager • ARINC**

Expanded the European aviation portfolio into new passenger-communications services, generating more than US\$10m in additional annual revenue.

2000–2001 | Director, Europe • Tenzing Limited, an Airbus company

Led European business development and client implementation for complex inflight passenger-connectivity solutions.

1998–2000 | Programme Manager • BAE Systems / GEC Marconi

Delivered high-profile, multi-million-pound technology development and supply-chain programmes to time and budget.

1990–1998 | Progressive engineering and field-operations leadership roles • GEC Marconi

Advanced from Test Engineer through engineering and international field-support roles to Field Operations Group Manager.

1987–1990 | Accelerated Engineering Apprenticeship • GEC Marconi

Completed cross-functional placements while studying electrical and electronic engineering.

SELECTED CAREER HIGHLIGHTS

- More than doubled the scale of MedAire's international regional business from its pre-COVID baseline.
- Led businesses and teams across Europe, the Middle East, Africa, Asia-Pacific and the Americas.
- Delivered acquisitions, integrations, restructures and new-business launches in complex matrix organisations.
- Earned formal recognition from International SOS, Boeing, BAE Systems and ARINC.

EDUCATION & PROFESSIONAL DEVELOPMENT

- Incorporated Engineer (IEng), Engineering Council; Corporate Member, Institution of Engineering and Technology (MIET)
- Higher National Diploma, Electrical & Electronic Engineering
- Association for Project Management accredited training
- Systems Engineering & Life-Cycle Management, IET accredited
- Marketing – Brand Academy, London Business School
- EITB Certificate of Training – General Engineering Appreciation and Electronic Engineering

ADDITIONAL INFORMATION

British executive based in West Sussex. Internationally mobile with extensive experience living and working in the United Kingdom and United States and leading across global markets. Interests include travel, motoring, photography, golf and tennis.