

Paul Amlani-Hatcher, Marketing Consultant, Pamah Ltd



Paul Amlani-Hatcher was formerly Head of Market Planning at Transport for London and Vice-Chair of the UITP Marketing and Product Development Commission. Paul has been a Chartered Marketer since 2000. He has 15 years experience of marketing in the transport field and prior to that 10 years experience in the leisure industry. He is therefore well placed to provide insight into what the major challenges are that face marketers in today's ever changing landscape.

Paul has led major campaigns that have not only seen increases in public transport market share but that have also helped to save lives.

He is a popular speaker at conferences and workshops and is well known for getting his audiences engaged via innovative techniques.

Since leaving Transport for London in 2012, Paul has set up his own marketing consultant business called Pamah. He has continued to provide marketing advice in the public transport sector and has worked on raising satisfaction with bus services as well as promoting the wider benefits of public transport.