

Profile

Alan has operated at Chief Executive level for 18 years and at national strategic level in Scottish tourism for 11 years. He is a respected strategist, operator and innovator. Alan has a proven track record of growing the tourism economy, managing public/private funded projects, destination development and building organisations. He has a deep understanding of destination, community and business infrastructures, membership bodies, BID and business based organisations built around complex layers of public and private sectors stakeholders.

Alan has operated at national strategic level dealing with Ministers, MSPs, national agencies and public/private partnership. This high level work is supported with a balance of hands on operational experience leading; visitor attractions, DMOs, Chamber of Commerce, Business Improvement District and a national trade association.



Areas of Expertise

- Project Management
- Destination Development
- Strategic Reviews
- Feasibility Studies
- Tourism Growth Planning
- BID Projects
- Organisational change
- Stakeholder Management

Contact Details

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Project Management

- Project conception, planning and scoping
- Project implementation, management and reporting

Destination Development

- Destination infrastructure review to build tourism growth
- Collaborative modelling to suit scale and scope of destination

Strategic Reviews

- Support and lead high level strategic reviews
- Business Plan review and evaluation

Feasibility Studies

- Keen understanding of tourism and hospitality markets provides clients with a detailed assessments
- Adding value to feasibility studies through opportunity maximisation

Tourism Growth Planning

- Tourism development through assessment of sector, area, seasonal opportunities with conversion to operational plan
- Planning growth around digital and traditional marketing channels
- Trading reviews and revenue development planning

BID Projects

- Assessment of local business landscape and potential of success
- BID project Leader role

Organisational change

- Review of organisational governance and operational activities
- Supporting volunteer boards through change

Stakeholder Management

- Providing advice and guidance to collaborative groups in securing meaningful relationships with public sector stakeholders
- Collaborations between public and private sectors

ALAN RANKIN CAREER SUMMARY

2014 Principal Coigach Consulting Ltd.

Contracts include: Dumfries and Galloway Tourism Commission. Advisor to Scottish Tourism Alliance for the hospitality industry submission to the Smith Commission on devolved powers for Scotland. Crieff BID Project Leader. See www.coigachconsulting.com for details.

2007-2014 Chief Executive Cairngorms Business Partnership www.visitcairngorms.com

Successfully took, what is seen as the leading local business organisation in Scottish tourism through strategic change from a local Tourism DMO to a Park-wide business group. Successfully created a wide range of ground-breaking innovations around membership services and new revenue streams having a material effect on the development of tourism economy. Conceived and Initiated several innovative partnership led marketing programmes with public and private sector stakeholder groups. Member of National Tourism Strategy Leadership Group contributing to development of national tourism strategy.

2003- 2007 Chief Executive Scottish Tourism Forum

Involved at senior level in developing tourism industry strategies. Successfully took the national tourism trade body through a period of change doubling membership and successfully raised the standing of STF within the industry, the public sector and the media. Created and delivered the first Scottish Tourism Week, managed public sector contracts, industry seminars, conferences and workshop programmes.

2002-2003 Alan Rankin Consulting Services ARCServ

Consultancy services to tourism and retail operators providing resource to funding applications, project management and feasibility study projects.

1996- 2002 Chief Executive Dundee Heritage Trust

Recruited by Dundee Heritage Trust to take the Trust from a curatorial led organisation to that of a commercial trading company growing; retail, catering and corporate event sales. Led two visitor attractions to five star statuses and one to European Museum of the Year Award. Led a series of major public events, tall ships festival and wide media reach. Through strategic change formulated and directed personnel and commercial restructuring.

1995-1996 Operations Manager Pepkor (SA) Your More Store

Management of 110 discount retail stores with sales of £31m and 1200 staff. Sharp focus on volume sales, staff management, and fast moving operational challenges.

1986 – 1995 Director Gibson of Perth Ltd.

Divisional board director managing £11m turnover of products sourced from overseas and supplied to UK national DIY multiple customers. Commercial Director responsible for buying, operations, warehousing and distribution.

Coigach Consulting Ltd

Coigach Consulting Ltd was formed in April 2014 as a private limited company with Alan Rankin as sole shareholder and director. The company holds Professional Indemnity insurance for £2,000,000, Public Liability insurance £2,000,000 and Employers Liability for £10,000,000 with Hiscox Insurance under policy number HUP16 9125242.