

NAME:	Caroline A Millar MA (Hons), MBA
NATIONALITY:	British
ADDRESS:	Balkello Farm Auchterhouse By Dundee DD3 0RA
TELEPHONE:	01328320707 – 07584 660 541
E-MAIL:	caroline@thehideawayexperience.co.uk
PROFESSIONAL EDUCATION & QUALIFICATIONS:	<p>2000-2002 <i>Edinburgh University</i> M.B.A. (part-time evening course)</p> <p>1991-1995 <i>Glasgow University</i> M.A. (Hons) Sociology 2:1</p> <p>1985-1991 Blairgowrie High School, Blairgowrie, Perthshire</p>
AWARDS & APPOINTMENTS	<p>Delivered paper on Scottish Agritourism at 1st World Agritourism Congress, Bolzano, Italy, November 2018</p> <p>Non-Executive Director, Scotland's Rural College (SRUC) 2017-2020</p> <p>Board Member, Scottish Food Tourism Strategy Board 2017 -</p> <p>Chairman, Oxford Farming Conference 2018, Board Member 2014-2018</p> <p>Scottish Tourism Alliance Council Representative</p> <p>Board Member, Tayside Regional Advisory Board 2012-2017</p> <p>Member, Women in Agriculture</p> <p>Women Ahead Awards 2014 "Most Enterprising Business"</p> <p>Regional Winner Tourism Thistle Awards "Best Self Service Accommodation" – 2015, 2014 & 2013, shortlisted 2012</p> <p>Finalist Scottish Tourism Thistle Awards "Tourism Entrepreneur of the Year"</p> <p>Nuffield Scholar - 2012 – "Selling the Farm Experience"</p> <p>Scottish Enterprise Rural Leadership Programme 2011/2012</p> <p>Skills Ambassador for Lantra 2008-2010</p> <p>Past Chair and Member, SE Planning to Succeed Tayside Group 2007-2011</p> <p>The John MacFarlane Award for Leadership – MBA 2002</p> <p>Chair, Cruise Scotland Ltd 2000-2002, Chair, Cruise Dundee 1999-2002</p> <p>Roy Watherstone Memorial Award – Studying PR in Beef Industry NZ - 1997</p>
PROFESSIONAL EXPERIENCE:	<p>2017 - <i>Scotland's Rural College (SRUC)</i> Non-executive Board Director</p> <p>2013 - 2015 <i>Go Rural – Scottish Agritourism</i> Established membership organisation to support growth of Agritourism sector in Scotland.</p> <p>2008- <i>The Hideaway Experience</i> Developed concept and brand, designed, built and now growing 5-star Hideaways for couples business.</p> <p>2008- <i>Caroline Millar Business Development</i> Providing sector development and strategic business support in agritourism, tourism, agriculture & food and drink. (Trading within The Hideaway Experience under Go Rural for Business)</p> <p>1998-2008 <i>Forth Ports PLC</i> Marketing & Business Development Manager, Scottish Ports</p>

PRESENT & RECENT RESPONSIBILITIES INCLUDE:

2002-2008
2000-2002 Marketing Manager, Port of Dundee Ltd
1998-2000 Marketing Executive, Port of Dundee Ltd

1997-1998 *The Carr Group, New Zealand*
GAP Year – Accounts work, tractor driving, cook

1996-1997 *Imperial Cancer Research Fund*
Account Executive – Fundraiser and Event Organiser

1995-1996 *Lanarkshire Health Board, Researcher*

The Hideaway Experience Business

Invested in 5-star Hideaways at Balkello Farm, managing growth in award winning agritourism business. Recent £30k investment in digital, re-branding and new e-commerce website.

Recent Projects

Facilitation contract for 3 year Scottish Enterprise Agritourism Monitor Farm programme delivering two monitor farms.

Ontario Culinary Agritourism project supporting agritourism businesses in Ontario, speaking at conference in Canada in March 2019.

Public speaking on agritourism, leadership, rural economic development and gender equality in agriculture across a number of conferences including National Farmers Union Conference in February and November 2018

Led procurement of three key contracts in past two years for Oxford Farming Conference. Part of subgroup of board managing strategic review in 2016 and implementing actions in 2017. Responsible for security £120k sponsorship for 2017 conference. Chaired 2018 Conference.

Designed & led Learning Journeys for agritourism businesses to Tuscany.

Facilitation contract for 18- month Scottish Enterprise & Scottish Government Agritourism Monitor Farm projects 2014/2015. Delivered intensive skills development including Pricing Strategy Workshop and Storytelling Workshops.

Event Management to support Committee for International Federation of Agricultural Journalists Congress 2014 and Berlin Launch.

Chairing and Strategy support Rural Leadership Gathering 2014 and 2013. Design and delivery of Rural Leadership alumni Gathering for Scottish Enterprise. Research into Rural Leadership on behalf of Scottish Enterprise.

Scottish Enterprise and Visit Scotland – design, recruitment, delivery of Pricing Strategy 2-day workshop to 5-star tourism businesses.

Chaired Planning to Succeed Group 2007-2011. Open book benchmarking between 14 farm businesses including our farm, sharing KPIS and best practice.

Previously responsible for implementation of marketing strategy to deliver annual profit budget of £10m – working as part of Scottish Ports business unit team supporting four operational units. This role over 10 years included commercial negotiations, managing customer relations and event management including the organisation of corporate events for different industry sectors.