

DISTINGUISHED ALUMNI AWARD



JOHN DUNFORD

BSc – Economics with Accounting, Class of 1981
School of Business and Economics

Summer 2013

John started his career as a trainee accountant, eventually becoming a partner in the London office of Ernst & Young. One of his clients was Bourne Leisure and he enjoyed working with them so much he jumped at the chance when offered a senior role in the company.

Now Chief Executive of Bourne Leisure, he leads a group whose main trading companies are Haven Leisure, Butlins and Warner Leisure Hotels.

Bourne Leisure is one of the UK's top leisure businesses and has been providing affordable, high quality holidays for millions of families since the 1960s. The Group employs 12,000 staff working across 52 holiday sites and is headquartered in Hemel Hempstead.

Under John's leadership, Bourne has continued to grow through a clear focus on the guest experience and engaging its team members.

IN RECOGNITION OF
HIS OUTSTANDING LEADERSHIP
AND ABILITY TO MOTIVATE
OTHERS