



PETER NASH –  
SHORT BIOGRAPHY

**Head of Strategy Development & Insights, Tourism Ireland**

Currently heading up the Strategy Development & Insights team at Tourism Ireland, Peter Nash has held a wide variety of marketing and strategy roles in both the public and the private sector. An economist by training he lectured at the University of Newcastle Upon Tyne in Britain. Peter was also senior researcher with Teagasc, the Irish food and agriculture development authority. He then held a variety of research, marketing and strategy roles at Guinness and later Diageo Ireland. More recently Peter Nash was head of the School of Business at the National College of Ireland before joining Tourism Ireland.

Nash has been a member of the Market Intelligence Committee of ETC for two years and has been an active member of the Market Intelligence Group for six years.