Abby started her career in the hospitality sector with Pubmaster in 1995, and moved into technical services in 2005 for a FSTE 100 company where she ran merger operational projects and looked after over 274 FTE from field based engineers to Contact Centre personnel where she stayed for 8 years. Abby is a qualified lean and Prince 2 manager, these skills led her back into the travel industry working for a TMC as Director of Business Travel in 2013.  Since then Abby set up her own strategic consultancy company, before becoming Focus CEO in November 2019 when they became their limited company. Abby’s role includes driving the brand, growth and strength of the organisation.

In 2021 Abby was awarded the Resilience Award by the ITM for her continued contribution to the industry throughout the Covid-19 pandemic.