



VIRTUOSO

VIRTUOSO NAMES THATCHER BROWN CHIEF DEVELOPMENT OFFICER

Industry Veteran to Lead Development of New Markets, Categories and Capabilities



NEW YORK (October 7, 2026) – Virtuoso, the leading global network specializing in luxury and experiential travel, has appointed Thatcher Brown as Chief Development Officer, effective immediately. In this newly created role, Brown will lead the development of new markets, categories and business opportunities that support Virtuoso’s long-term growth strategy and expand value for its members, partners and travelers. The appointment advances the executive leadership structure introduced earlier this year and further strengthens Virtuoso’s ability to pursue emerging opportunities across the global luxury travel landscape.

Brown joins Virtuoso’s executive leadership team, reporting to President Brad Bourland and serving alongside Chief Commercial Officer Tristan Dowell. The two roles will work in close partnership, with Dowell leading the work to define where Virtuoso will grow commercially and the value of those opportunities, and Brown leading the development of the capabilities, structures and strategic partnerships needed to pursue them. Brown’s mandate includes translating strategic priorities into scalable business initiatives, creating repeatable frameworks for expansion, and positioning Virtuoso to enter new markets, communities and categories with greater speed, efficiency and impact.

“Virtuoso has built an extraordinary global network and there is still enormous opportunity ahead of us,” said Bourland. “Some of that opportunity lies within the relationships and communities we already serve. Some of it lies beyond the edges of what the industry looks like today. Thatcher brings a rare combination of curiosity, judgment and execution. He sees possibilities where others see complexity, and he knows how to build the structures, partnerships and capabilities required to turn those possibilities into reality. As we look to the future, his leadership will help us to further expand how Virtuoso creates value for our members, partners and travelers around the world.”

Brown brings nearly four decades of leadership experience spanning luxury hospitality, cruise, travel distribution and lifestyle sectors. Throughout his career, he has held senior commercial, operational and development roles with some of the industry’s most respected brands, including Four Seasons, Fairmont Hotels & Resorts, Jumeirah Group, Costa Cruises and Crystal Cruises.

His experience includes serving as founding president of Dream Cruises in Asia, helping launch MSC Group's Explora Journeys and most recently serving as Chief Commercial Officer and Head of Joint Operations for Mark-Henry Cruise Holdings, joint owner and operator of Four Seasons Yachts. Across these roles, Brown built organizations, entered new markets and helped turn ambitious concepts into successful business ventures.

Brown first joined Virtuoso in 2024 as Senior Vice President, Global Products, where he unified the organization's consumer, digital, design and network products. He subsequently served as founding Chief Executive Officer of Crescent Seas, an ultra-luxury residential cruise venture, before returning to Virtuoso as Special Advisor on cruise. He now steps into an expanded executive role focused on development and future growth.

Having lived and worked across North America, Europe, the Middle East and Asia, Brown brings a distinctly global perspective shaped by firsthand experience building luxury businesses across cultures, markets and customer segments. He also serves as Senior Tourism Industry Fellow at Florida International University's Chaplin School of Hospitality & Tourism Management and is a Trustee of North Country School and Camp Treetops in Lake Placid, New York.

For more information about Virtuoso's network of travel agencies, advisors and preferred partners, visit [Virtuoso.com](https://www.virtuoso.com).

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About Virtuoso

Virtuoso is the leading global travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 1,200 travel agency locations with more than 20,000 travel advisors in 58 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East. Drawing upon its preferred relationships with 2,800 of the world's best hotels and resorts, cruise lines, airlines, tour companies and premier destinations, the network provides its upscale clientele with exclusive amenities, rare experiences and privileged access. Annual sales of (U.S.) \$35 billion make Virtuoso a powerhouse in the luxury travel industry. For more information, visit www.virtuoso.com.

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