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AIB WELCOMES NEW INDUSTRY PARTNER CORPORATE TRAVEL MANAGEMENT

Australia's largest MBA provider, Australian Institute of Business (AIB), has partnered with Corporate Travel Management (CTM) and its Australian and New Zealand CEO & Global COO Laura Ruffles to contribute practical insights to AIB's curriculum as an Industry Guest Lecturer.

AIB launched its Industry Partnerships initiative in 2017, collaborating with a number of prominent organisations and their leaders to strengthen the practical learning link for the valued AIB student community.

As Industry Guest Lecturers, these leaders share their professional experiences through a series of guest lectures, giving AIB students a unique and practical understanding of how MBA theories and principles are applied directly to the workplace.

AIB Joint-CEO Joel Abraham said, "Our Industry Partnerships represent a new era in education for AIB. We are excited that AIB students can learn from the likes of Lee Tonitto, CEO of Australian Marketing Institute; Matt Tindale, Managing Director of LinkedIn Australia and New Zealand; Lyn Goodear, CEO of Australian Human Resources Institute; and now Laura Ruffles from Corporate Travel Management."

Laura Ruffles has significant local, regional and global industry experience in a career that spans over 20 years, leading teams across strategy, operations, product development, relationship management, strategic sales, business planning and technology. In December 2015, she was appointed to the CTM Board as an Executive Director and is a Graduate of the Institute of Company Directors.

"Corporate Travel Management is delighted to partner with the Australian Institute of Business. We are pleased that several of our managers are undertaking professional studies with an organisation so clearly dedicated to continuous improvement," Laura said. "I was fortunate enough to complete the MBA with AIB which provided me with some great insights to apply to my career. I am very passionate about professional development, and as an Industry Guest Lecturer, I look forward to sharing what I have learned in business and leadership with students at AIB."

Joel Abraham added, "As the practical business school, AIB has always been focused on providing industry-relevant education to students. This initiative will further improve the high-quality learning experience for students in Australia and around the world."

By studying with AIB, professionals have the exclusive opportunity to learn from these highly influential business specialists, like Laura, on topics from leadership and entrepreneurship to marketing and human resource management.

Learn more about AIB's Industry Partnerships and Industry Guest Lecturers [here](#).

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About AIB:

Australian Institute of Business is a 32-year-old Higher Education Institution offering the full suite of business degrees, exclusively serving the needs of working adults. AIB is the largest MBA provider in Australia, delivering fully accredited postgraduate programmes that are globally recognised. AIB has more than 16,000 students and graduates across 90 countries, employing more 200 staff.

About Corporate Travel Management (CTM):

Corporate Travel Management is an award-winning provider of innovative and cost-effective travel management solutions. Its proven business strategy combines personalised service excellence with client-facing technology solutions to deliver a return on investment to clients. Established in Brisbane in 1994, the company now employs 2,200 people in 70 countries and has burgeoning operations in Europe, North America and Asia.