

Product leadership, competitive positioning, training, evangelism and thought leadership with a focus on modern digital retailing in travel – airlines, PSS, CX, loyalty, eCommerce, distribution

## About Me

I help travel tech companies understand their market, the key players, their competitors and help position themselves to become industry leaders. I work with product, engineering, management and marketing to help align on a product and market strategy. I am an expert in the travel tech eco-system; modern digital retailing; customer experience; airline passenger technology; e-commerce; sales and distribution; and loyalty programs.

With 30 years in this sector, I am well connected - with leaders and influencers in airlines, airline tech companies, consultancies, trade press and industry bodies. I enjoy teaching and learning, public speaking and writing, events, networking and workshops with colleagues, customers and the wider industry.



## Consulting Services

*Industry overview training – market sizing (TAM/SAM/SOM) – competitive intelligence – product strategy – marketing and positioning (B2B, technology) – customer workshops, interviews, and research – conference and event speaking – writing and commentary – customer requirements and solution mapping – product gap analysis – customer journey analysis.*

## Prior Experience

### Travelport

Jan 2018 – Nov 2024

### Head of Retailing Strategy

I used market insights, research, and data to inform product, commercial and marketing strategy. I led thought leadership efforts on modern digital retailing, including public speaking and publishing. I managed competitive insights and market sizing (TAM/SAM/SOM) for new products and strategic projects. Multiple strategic projects included: the launch of Travelport+ (new, single platform vision); the award winning "Get Modern" campaign; the Travelport Accelerator; the Travelport rebrand; our pandemic response (airline health & safety attributes); and the repositioning of Travelport as a modern retailing platform. From Jan to Nov 2018, I led the Travelport Digital (MTT) product team - delivering mobile apps for airlines and agencies including easyJet and BCD.

### MLTT Consulting Ltd

Mar 2016 – Dec 2017

### Travel Technology Consultant

Training, advice, writing, speaking and consulting on travel technology and the travel industry. I worked on travel e-Commerce, customer experience, and airline PSS technology. I also developed and licensed the Travel 101 industry induction training course. Customers included: Flybe, Amadeus, Farelogix, CarTrawler, SITA, DataArt, IATA, MTT (Travelport Digital), Travel Tech Labs, Sentient Solutions, Blink Innovation, and Sanctify. *Also trading as CJ Ignition (with partners)* to help travel companies enhance customer experience through understanding the customer journey.

### OpenJaw Technologies

Aug 2006 – Nov 2015

### VP of Product Strategy

Product manager for airline & transport products and services, eCommerce and call centre. Specialist in loyalty programmes, airline eCommerce and distribution, call centre sales and servicing, ground ancillary products, cross-sell and dynamic packaging. Key customer projects included British Airways / BA Holidays, Airmiles/LoyaltyOne (Canada), and Color Line (Norway).

### SITA

Aug 2003 – Jul 2006

### Product Manager

Product Manager for Runway/SITA Integration platform. Responsibilities included: architecture, definition, roadmap and planning, sales technical support, P&L and business cases, RFIs/RFPs. Also worked as integration manager to help define enterprise/product integration and product rationalisation strategy. Customers included China Southern and Malaysia Airlines.

### Eland / VTI

Aug 1995 – Aug 2003

### System Architect

Product architecture and design, solution design, technical sales, project delivery. The product, "Runway" (subsequently "SITA Integration Platform"), was a cross-platform server for integrating travel legacy hosts to modern development environments (e.g. from EDIFACT to XML). Customers included Sabre, United Airlines, Star Alliance, Lufthansa Systems, AMEX GBT and Rosenbluth (TMC).

## Advisory Positions

- Loyalty & Channel Marketing Advisor, Investor – Sanctify
- Dublin Chapter Leader – TravelMassive
- Advisor on Travel Tech Sector – Tech Ireland
- Advisor & Volunteer – TravelScrum

## Education

BSc in Computer Science, Trinity College Dublin, 1994

