

**IATA**

**WORLD**

**FINANCIAL**

**SYMPOSIUM**

**IATA**

**WORLD**

**PASSENGER**

**SYMPOSIUM**

Chicago, USA  
25 – 26 October 2023

# WPS: AIRLINE RETAILING



Co-host Airlines:



# IATA WORLD FINANCIAL SYMPOSIUM

# IATA WORLD PASSENGER SYMPOSIUM

Thursday, 26 October

## WPS: Airline Retailing

- 09h00 – 09h40** **Airline spotlight: Commercial leaders on Modern Airline Retailing**  
Commercial leaders will share their views on different retailing strategies across very different markets
- Moderator: **Yanik Hoyles**, Director Distribution, IATA
- **Amit Khandelwal**, Divisional Vice President - Revenue Optimization & Distribution, Emirates
  - **Dennis Cary**, SVP Commercial and Planning, Copa Airlines
  - **Glenn Hollister**, VP Sales Strategy and Effectiveness, United Airlines
- 09h40 – 10h20** **How business travel can benefit from Modern Airline Retailing**  
A panel of value chain representatives will share views and what already works or not; the importance of collaboration and the opportunities this represents for the customer.
- Moderator: **Shaunelle Harris Drake**, Head Distribution Implementation, IATA
- **Danielle Cavnor**, Senior Manager US Procurement & Travel Operations team, PwC
  - **Johnny Thorsen**, VP Strategy and Partnerships, Spotnana
  - **Klaus Goddard**, Vice President - Global Distribution, BCD Travel
  - **Ray Pazerekas**, Regional Vice President Concur Travel Suppliers, Americas
- 10h20 – 10h35** **Technology spotlight**  
Listen to the Executive Vice President of a large tech company and how they plan to support the journey to Modern Airline Retailing.
- Interviewer: **Charu Jain**, Senior Vice President Merchandising & Innovation, Alaska Airlines
- **Garry Wiseman**, EVP, Chief Product Officer and Chief Technology Officer, Sabre
- 10h30 – 11h15** **NETWORKING BREAK**
- 11h15 – 11h30** **Airline spotlight: AF/KL have announced they will be at 90% NDC by 2027**  
Hear about where Air France KLM stand today on their journey to retailing and where it is heading.
- Interviewer: **Yanik Hoyles**, Director Distribution, IATA
- **Angus Clarke**, Chief Commercial Officer, Air France KLM
- 11h30 – 11h45** **Airline spotlight: How to get to freedom and agility in pricing?**  
Hear how Revenue Management and Distribution can join forces to implement Continuous Pricing.
- **Keith Wallis**, Senior Director Distribution and Payments, Air Canada
  - **Richard Cleaz-Savoyen**, Managing Director, Revenue Optimization, Air Canada



# IATA WORLD FINANCIAL SYMPOSIUM

# IATA WORLD PASSENGER SYMPOSIUM

Thursday, 26 October

## WPS: Airline Retailing

- 11h45 – 12h25** **Interline in NDC works today; but it will be even more efficient tomorrow - the proof is there!**  
Panelists will share their views about transitioning away from today's interlining and debate latest trends: partnerships with Offers & Orders, the latest development of the SRSIA / Supplier Catalogue and the role other types of interline may play.
- Moderator: **Sebastien Touraine**, Head Airline Commercial Systems, IATA
- **Andy Kidd**, Industry Principal Travel, SAP
  - **Marcial Lapp**, Managing Director Revenue Engineering, American Airlines
  - **Martin Keith**, Senior Manager Order Management Strategy, Lufthansa Group
  - **Oana Savu**, Chief Strategy Officer, DoHop
  - **Thomas Gregorson**, Chief Strategy Officer, ATPCO
- 12h25 – 12h50** **Airline spotlight: An airline that has accelerated – massively!**  
American Airlines will give a status update on their journey so far, which is till to accelerate! This session will also include insights from a high tech TMC that has been extremely close in this journey.
- Moderator: **Shaunelle Harris Drake**, Head Distribution Implementation, IATA
- **Anthony Rader**, Director Airline Retailing Technology, American Airlines
  - **Jeff Klee**, CEO and Co-founder, AmTrav
- 12h50 – 13h00** **Retailing best practices for a passenger-centric airline experience**  
This session will show how airlines can follow e-commerce best practices like multi-product shopping carts to maximize conversions, reduce costs, and deliver the convenient purchase experience that passengers expect.
- **Theodora Tsinonis**, CCO, JR Technologies
- 13h00 – 14h00** **NETWORKING LUNCH**
- 14h00 – 14h30** **Let's come to Order! – with the Consortium**  
Airline members of the IATA Consortium will share the 2023 deliverables:
- An airline business case to migrate to 100% Offers and Orders.
  - A modular Business Reference Architecture for the target end state.
  - Generic transition pathways to get there.
- Moderator: **Olivier Hours**, Head Distribution Strategy, IATA
- **Iris Taguet**, Head of IT Distribution and Customer Services, Air France KLM
  - **Raza Ali**, Group Commercial & Innovation Strategy Manager, IAG
  - **Rosario Phillips**, VP Customer & Commercial Solutions, LATAM



# IATA WORLD FINANCIAL SYMPOSIUM

# IATA WORLD PASSENGER SYMPOSIUM

Thursday, 26 October

WPS: Airline Retailing

14h30 – 14h45

### Technology spotlight: Rethinking Retailing Readiness

Airlines are becoming modern retailers, but how can they fast-track this transformation? This session explores the role of customer-centricity, innovation, and NDC adoption in accelerating airline retailing, supported by insights from Accelya's proprietary research.

Interviewer: **Henry Harteveltdt**, President, Atmosphere Research

- **Massimo Morin**, Global Head, Travel, Amazon
- **Sam Gilliland**, CEO, Accelya

14h45 – 15h00

### Is the ecosystem ready for 100% Offers & Orders?

The transition involves a whole eco system of players beyond the airline. You will hear who they are and what they think about this journey to 100% Offers and Orders.

Interviewer: **Sebastien Touraine**, Head Airline Commercial Systems, IATA

- **Alberto Guerrini**, Managing Director & Senior Partner, BCG

15h00 – 15h10

### Collaboration in action to modernize airline retailing

Hear how an airline and its vendor collaborated to implement Offer & Order retailing capabilities to improve sales and customer service.

- **Diego Tartara**, CTO, Globant
- **Juliana Rios**, CIO, LATAM

15h10 – 15h20

### How we made the case for Order

Transitioning to Order is a major strategic move that all airlines need to take – join this conversation to hear how Air France-KLM worked along with Oliver Wyman to build the executive case for change

Interviewer: **Sumati Sharma**, Partner, Oliver Wyman

- **Iris Taguet**, Head of IT Distribution and Customer Services, Air-France KLM

**IATA**  
**WORLD**  
**FINANCIAL**  
**SYMPOSIUM**

**IATA**  
**WORLD**  
**PASSENGER**  
**SYMPOSIUM**

Thursday, 26 October

WPS: Airline Retailing

15h20 – 16h00

**How do IT providers plan for the transition to 100% Offers & Orders?**

A panel of experts will look at the impact of Offers & Orders on today's PSS and commercial IT systems and discuss how to get to a legacy-free retailing platform that enable true customer centricity. Based on the work of the IATA Consortium, they will debate different transition pathways and their approach to the end state.

Moderator: **Daniel Friedli**, Managing Director, Travel in Motion

- **Becky French**, VP Product Management, Sabre
- **Cyril Tetaz**, EVP Altea, Amadeus
- **Paul Byrne**, VP iRetailing, IBS
- **Tiffany Sauquet**, VP Sales Engineering, FLYR
- Speaker to be confirmed, Travelsky

16h00 – 16h30

**NETWORKING BREAK**

16h30 – 17h30

[Joint WFS and WPS Closing Plenary](#)