

David Friderici

Vice President & Head of Product Management & Strategy of Airline Travel Services

IBS

David Friderici is Vice President & Head of Product Management & Strategy of Airline Travel Services (ATS) at IBS Software Services. He manages a wide portfolio of products across airline passenger services and airline staff travel domains. He is currently spearheading the development of the iTravel platform, a sophisticated, multi-layer e-commerce platform for airlines, tour operators, TMCs, OTAs, Cruise Lines and Hotels, at IBS.

David has over 22 years of experience in travel technology and uses his comprehensive understanding of the travel industry in defining the vision and future roadmaps of the products of the Airline Travel Services portfolio.

David is part of the NDC working group at IATA and has been instrumental in the release of the firstly natively compliant NDC passenger service system of the industry. His foresight has ensured a strong focus on NDC compliance in the new iTravel platform as well, allowing aggregators to consume NDC content and travel organizations to behave like NDC suppliers.

Prior to joining IBS in 2010, David was the Director- Product strategy, at HitchHiker GmbH., and specialized in air fare management, air fare distribution, ticket automation and development of B2B and B2C e-commerce booking engines. His expertise covers a wide array of domains such as shopping engines, routing network engines, fares distribution & next-generation e-commerce solutions. He has worked with clients like British Airways, KLM, Lufthansa, American Airlines, Amadeus, TUI, Kuoni, Travel2/Travel4, Travelocity Europe, Opodo and others.

