

Steven Greenway

CEO, reward-U

CEO, U-FLY Holidays

Deputy CEO, U-FLY Alliance

Steven Greenway is the CEO of reward-U, Hong Kong's premier everyday loyalty programme founded by HK Express. In his role as CEO, Steven provides strategic direction for the loyalty business.

Since its launch in April 2016, reward-U has been transforming the loyalty landscape by understanding the needs of value-seeking travellers today and offering more convenience, flexibility and transparency.

Designed to be more rewarding than other frequent flier programmes, reward-U is free to join, offers the option to earn points even on low fares, and is based on dollar amount spent rather than miles flown. The programme offers "any seat, any flight, any time redemption" so members can redeem flights as long as there are available seats. More lifestyle reward partners are also in the pipeline for greater earning and redemption choices.

Steven is concurrently CEO of U-FLY Holidays, Deputy CEO of the U-FLY Alliance – the world's first alliance of low-cost carriers (LCCs), and Director of Zuji.

Steven's career spans over 20 years across airlines and consultancies, primarily in senior commercial roles in LCCs. Having worked across the world with start-ups, turnarounds and established leading airlines, Steven's specialist areas include sales and distribution, revenue management, ancillary revenue, e-commerce and commercial strategy.

Steven graduated with dual Bachelor Degrees in Economics and Political Science from the University of Queensland.

