

Rob Borden
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Rob comes from a diverse travel and technology background. Most recently, Rob was responsible for Customer Marketing, Loyalty and E-Commerce at Carnival Cruise Line. Prior to that, Rob was CMO of Points International as well as Global Head of Relationship Marketing and Business Intelligence for Microsoft's consumer online products and services (e.g., MSN.com, Hotmail.com/Outlook.com, Messenger, Bing, etc.). Rob also spent several years as President of Delta SkyMiles and he began his career with American Airlines in a number of Revenue Management, Customer Experience and International Alliances roles. Rob holds a B.S. in Economics from The Wharton School at the University of Pennsylvania and an MBA from the Stanford Graduate School of Business.

