

Alan Lias Profile

Alan began his career at American Express as a marketing graduate spending nine years in various direct marketing, channel management, product management and sales force management roles

He spent the next five years in the energy industry, first as Head of Marketing and Customer Services at Total's commercial gas business, then as Managing Director of the consumer energy business Beacon Energy, a joint venture between BP and EDF

In early 2000 he joined the Canadian marketing services company, Mosaic, as Founder and Managing Director of its direct consumer marketing division, Mosaic Precision Sales, offering UK brands including Sainsbury's, Prudential and NTL outsourced sales, marketing, customer acquisition and customer management solutions

Alan joined Virgin Atlantic in September 2004, as Head of Loyalty, subsequently adding Business Development, Brand Alliances and Ancillary Revenue and Product Development, with strategic and commercial responsibility for customer loyalty including the Flying Club programme and for Virgin Atlantic's non ticket ancillary revenue businesses.

As Vice President Customer Loyalty and Ancillaries, Alan led Flying Club to become one of the world's top airline loyalty programmes in terms of partnership revenue per member, programme profit and member contribution to airline performance. He also led the development of Virgin Atlantic's 'a la carte' ancillary business, overseeing and leading the introduction of a range of profitable products including seating products, to and through the airport experiences and onboard experiences, significantly driving airline profit and customer NPS.

Alan left Virgin Atlantic in September 2016 to become an airline loyalty and ancillary's consultant, working with airline, loyalty marketing, financial services and travel brands on strategy, partnerships and product development.