



**Kristian Gjerding, Chief Executive Officer  
CellPoint Mobile**

As founder and Chief Executive Officer of CellPoint Mobile, Kristian Gjerding sets the strategic direction for the company as it evolves to become the premier transaction hub for travel merchants across the globe. In this role, he has shaped and help build one of the most effective, intelligent digital commerce and payment solutions for the travel industry, designed to help travel merchants unchain themselves from legacy systems, streamline their path to purchase and optimize their sales cycles.

For more than a decade prior to founding CellPoint Mobile, Gjerding shaped the payments ecosystem by helping global merchants, payments and trade organizations establish best practices and standards around contactless payments, mobile payments and remote payments. His experience in this field includes current and past advisory roles with the International Air Transport Association (IATA), Mobey Forum, National Retail Federation and others. Gjerding previously served in senior executive roles responsible for technology, wireless and mobile payments solutions at StorageTek, Sun Microsystems, Amdahl, Network Appliance and OIS.