

## Paul Byrne | Vice President, Sales, Retail Solutions IBS Software

Paul Byrne joined IBS in May 2021 as Vice President, iFly RETAIL. In this role, he will focus on bringing to market the company's latest omnichannel retail platform, delivering an exceptional customer experience and personalised offers right across the traveler journey for customers of the airline.

Prior to IBS, Paul has worked for over 25 years at Openjaw Technologies and Datalex, in technical, product management and business development roles. He has been actively involved with IATA, in the working groups creating NDC, ONE Order and Dynamic Offers. He was a non-executive Board Member on the Open Travel Alliance and in the creation of partnership frameworks for both functional and product supply partners, as well as managing industry consultant relationships.

Paul has participated as a thought leader on industry panels and created content to help bring airlines up to speed with challenges and solutions as they evolve to become full travel retailers.