



Paul van Alfen – Managing Director



Practice area expertise

Paul advises Airlines and OTA's on their payment strategy and other players in the Travel payment value chain (Schemes, IATA, GDS's, Acquirers, VCN issuers, Payment gateways, Fraud, FX and other Service providers) on how to reach the next level. This includes defining or fine-tuning their Travel vertical strategy and go to market plan, challenging their product offering & partner strategy, advising on the impact of regulation changes and performing a gap & competitor analysis.

Country

Netherlands based

Languages

Dutch (native), English (fluent)

Qualifications

Associate Degree in Improvement Analysis from VOAA in the Netherlands

- ▶ **Paul van Alfen** is a well connected, experienced Payment Professional with a long track record of enabling multi channel payment solutions for merchants in the Airline & Travel sector around the globe.
- ▶ Paul has been active in B2C payments since 1996, first as merchant at Time Warner Publishing followed a period of 15 years at GlobalCollect / Ingenico in various Sales and Consultancy roles, focusing on the Airline & Travel sector. He founded Up in the Air – Travel Payment Consultancy in 2018.
- ▶ Paul has worked closely with Travel merchants and Travel (technology) partners all over the globe. He has hands-on experience with defining, implementing and rolling out card processing and alternative payment solutions for e.g., KLM, Emirates, Turkish Airlines, Icelandair, Etihad Airways, Royal Jordanian, ANA, British Airways, Amadeus, Booking.com and eDreams Odigeo.
- ▶ As a Consultant he helps his clients to better understand the global Airline & Travel payment landscape, the roles & responsibilities of the links in the chain and the impact of e.g., COVID-19, PSD2, IATA and Scheme regulations. Activities include; training, coaching, sales support, solution design, market research, partner management, vendor selection, go to market strategy, pricing, credit risk assessment and moderating/speaking at industry events.
- ▶ In response to the impact of the pandemic on the global Travel payment ecosystem, Paul co-founded [actuary.aero](#) and now act as Strategic Advisor and Ambassador. Actuary, the first data exchange platform for credit risk monitoring in the Travel sector, provides risk exposure insights and tools to both acquirers and travel merchants.