

George Bryan

Senior Director of Distribution

Hawaiian Airlines

George Bryan is a seasoned aviation professional with over 19 years of comprehensive experience in the commercial airline industry. Currently serving as the Senior Director of Distribution at Hawaiian Airlines, George's career journey has been marked by innovation, strategic acumen, and a profound impact on airline distribution technology. He has played pivotal roles in developing and implementing distribution and payment strategies, including leading the implementation of New Distribution Capability (NDC) programs at two airlines. George's leadership extends to managing high-performing teams, building strong relationships with third-party distributors, and negotiating commercial agreements that support Hawaiian Airlines' financial and strategic objectives. His expertise in distribution strategy, payments, NDC, and his commitment to innovation continue to influence the future of airline distribution.

George's journey began as a Business Analyst and progressed through roles such as Manager Analytics and Manager of Distribution Strategy at WestJet, where he made significant contributions to optimizing distribution channels and achieving substantial cost savings. His entrepreneurial spirit led him to establish Tropos Consulting Ltd, where he provided innovative distribution solutions and advice to airlines, industry bodies, travel agencies, corporate travel buyers, and technology companies. George's thought leadership and extensive experience have made him a respected figure in the aviation industry.