

## **Brian Clark**

### **Partner**

### **Hudson Crossing**

Brian is a Partner at Hudson Crossing, a business strategy consultancy specializing in travel distribution and travel technology. He is, or has been, a senior executive, advisor, investor, and board member in airline commercial planning, travel distribution, and travel technology.

For the last 13 years at Hudson Crossing, Brian has advised leading global travel agencies, airlines, hotels, global distribution systems, hotel wholesalers, membership-based retailers, financial services companies, B2B technology providers, and private equity investors. Project types have included business strategy and turnarounds, product design and development, vendor selection, supply technology sourcing, M&A market scans, transformation offices, executive leadership, organizational development, and due diligence.

Prior to joining Hudson Crossing, Brian spent 14 years working for the airlines. As Vice President for Virgin America, he was the airline's first commercial planning officer running five key divisions: route network planning & scheduling, revenue management, distribution, sales, and loyalty marketing. Prior to Virgin America, he spent nine years at US Airways in various strategic planning and operations planning roles, ending his tenure as Managing Director-Network Planning.

Brian earned a Bachelor's degree from Colgate University, and an MBA from the University of Maryland. He is a licensed private pilot, and resides with his wife and three children outside Washington, D.C.