

**Sophia Melas**

**Director of Business Development**

**CellPoint Digital**

Sophia Melas is a passionate and seasoned professional in the travel payments industry, with a diverse background in ad tech and alternative payment methods, as well as enhancing payment strategies for a vast array of the world's leading travel brands. With a keen eye for innovation and a strategic mindset, she has played a pivotal role in helping airlines and OTAs alike streamline their payment processes, enhance their user experience, and tap into new customer bases across the globe.