

Samuel Flynn

CEO

Hands In

Samuel Flynn is a seasoned entrepreneur and the founder of Hands In, a split payments technology company transforming how travellers pay. Under his leadership, Hands In has generated over \$30 million in incremental revenue for global travel brands, helping airlines like Air Europa recover lost sales and improve checkout performance through split-payment technology.

With partnerships spanning Repayd, AsiaPay, and AFS, Samuel is leading the evolution of airline payments by solving long-standing challenges around card limits, insufficient funds, and shared payments, turning failed transactions into completed bookings and lost sales into measurable growth.

A recipient of the Founders of the Future Award, TTG 30 Under 30, and UK Fintech Rising Star, Samuel has been featured by BBC, Retail Week, and Fintech Times for his role in reshaping the future of travel payments.