

Guido Becher

Global Head of Travel, Loyalty and Rappi4Business

Rappi

Senior leader and entrepreneur in the travel-tech industry. Currently Senior Advisor and Global Head of Travel & Loyalty at Rappi, where he built and scaled Rappi Travel within one of Latin America's fastest-growing app and ecommerce ecosystems.

Founder and Chairman of Netactica, a long-standing technology partner to leading travel industry players, airlines, banks, and digital commerce platforms across Latin America since 2003.

Board member at Civitatis, a global leader in the Tours & Activities sector.

Advisor to startups and early-stage investor, supporting founders in travel, fintech, loyalty, and platform-driven businesses.

Previously, he founded and served as CIO of 123vendido.com, an early online travel venture launched in the early 2000s, after starting his ecommerce career at Flooz.com in New York in 1998.

Industrial Engineer from ITBA, with additional academic training in Applied Mathematics and Computer Science through a scholarship program at the Weizmann Institute of Science.