

Jacqueline Ulrich

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Jacqueline Ulrich is a senior executive in travel payments with over 20 years of international experience across airlines, hospitality, and fintech. She specialises in bridging commercial strategy and product innovation, helping global travel merchants optimise payment acceptance, orchestration, and back-office processes in complex, multi-acquirer environments. Throughout her career, Jacqueline has led international teams, negotiated enterprise partnerships, and driven strategic growth initiatives across EMEA and global markets. Her expertise lies in translating market complexity into scalable, resilient payment solutions that balance innovation, cost efficiency, and operational control.