

Julian Azzam

Senior Manager - Sales Ops & Products

Southwest Airlines

Julian Azzam is a Sales Operations and Technology leader with over a decade of experience driving revenue growth and advancing corporate travel solutions. He leads CRM, data strategy, and product initiatives that enhance the B2B travel experience, with a strong focus on payments, funds management, self service and automation.

Julian plays a key role in aligning sales, technology, and finance to deliver scalable payment solutions, including UATP integrations that streamline expense reporting, improve reconciliation, and strengthen corporate travel programs. His work centers on optimizing payment workflows, enabling self-service capabilities, and modernizing how travel data flows across systems.

He currently serves as a UATP Council Member and is passionate about advancing innovation in airline payments, corporate travel management, and customer-centric technology solutions.