Ross Brannigan

Airline & travel digital commerce leader · Founder, Alpha Digital Group

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PROFILE

Results-driven marketing, product & digital strategy professional with an MBA from IE Business School & over 15 years of experience in aviation, travel tech & digital commerce. Proven ability to drive revenue growth, optimise digital channels & lead cross-functional teams to execute data-driven marketing & product strategies. Experience working with airlines, travel tech firms & global brands across Europe, the Middle East & Asia. Fluent in English, Spanish & German.

KEY SKILLS

- **Marketing & Digital Strategy** – Omni-channel campaigns, automation, performance marketing
- **Product & eCommerce Leadership** – Direct sales, UX optimisation, conversion rate growth
- **Revenue & Commercial Strategy** – Ancillary revenue, pricing, business development
- **AI & Data-Driven Decision Making** – Analytics, machine learning, demand forecasting
- **Cross-Functional Leadership** – Team management, collaboration, stakeholder engagement
- **Digital Transformation in Aviation & Travel** – CRM, loyalty, booking systems, B2B & B2C models

EXPERIENCE

Senior Manager eCommerce Oct '25–May '26
Flyadeal · Jeddah, Saudi Arabia

- Developed the roadmap for flyadeal's eCommerce strategy and digital experience
- Steered the ecommerce team to drive digital product goals, online demand, online conversion & digital sales

Head of Digital Strategy & AI Jun '23–Present
Alpha Digital Group · Ireland

- Providing marketing, eCommerce & digital product strategy for aviation, travel & technology firms
- Developed and executed digital & marketing strategies for airline startups Hans Airways & Sentra
- Led market expansion strategies for European travel tech startups entering Asia
- Built and launched a multilingual travel discovery platform from concept to live product, using AI coding agents
- Advised companies on AI-driven automation, CRM & direct sales strategies, improving conversion rates

Metasearch & Distribution (Contract) May '23–May '24
Dohop · Virtual interlining technology

- Grew low-cost airline interline sales across Asia-Pacific through virtual interlining and Google Flights distribution
- Improved interline payment performance across an Australian low-cost airline group's partner network
- Built and grew interline partnerships with Indonesian and Malaysian low-cost carriers

Head of Marketing & Digital Strategy Sep '21–Jun '23
Hans Airways · United Kingdom

- Launched a long-haul airline's marketing & digital operations in under 12 months amid COVID challenges
- Developed digital customer acquisition strategies, increasing social media & web visibility significantly

Senior Marketing Specialist Feb '21–Aug '21
G42 · Abu Dhabi, UAE

- Led strategic marketing initiatives for cloud services expansion in the UAE
- Managed campaigns with global brands & UAE government, generating 3 high-profile partnerships
- Built multi-channel marketing plans, enhancing brand awareness and market positioning

Senior Manager | Digital Retail & Pricing Oct '18–Oct '20
Etihad Airways · Abu Dhabi, UAE

- Led a team of 4 to optimise ancillary pricing & revenue, delivering annual budget of $300M in revenue
- Integrated data science & AI-driven pricing models, increasing conversion rates by 25%
- Drove digital transformation in direct sales, baggage, seating & upgrade strategies

Director of eCommerce & Digital Marketing Oct '17–Mar '18
World Hotels AG · Frankfurt, Germany

- Revamped digital marketing & eCommerce strategy for 200+ global luxury properties

Head of eCommerce & Digital Marketing Jan '16–Jun '17

CityJet · Dublin, Ireland

- Increased online revenue by 20% through conversion optimisation and digital product enhancements
- Reduced cost-per-acquisition by 35%, improving ROI on paid digital campaigns and media channels

Head of Online Sales Apr '14–Oct '15

Air Berlin · Berlin, Germany

- Increased direct sales revenue by 5%, enhancing airline's eCommerce performance
- Led digital transformation efforts in pricing, marketing automation & CRM

EARLIER EXPERIENCE

- Founder, Jet Wave (2013–2014) — Developed a private jet marketplace
- Head of Affiliate Marketing, Groupon (2012–2013) — Managed global affiliate programs
- Online Media Manager, Dell (2010–2012) — Oversaw a €12M digital marketing budget
- Online Sales, Facebook (2009–2010) — Early employee in shaping online strategy
- Media Account Manager, Yahoo (2006–2009) — Rapid promotion from graduate to leadership

EDUCATION

MBA Sep '07–Dec '08

IE Business School · Madrid, Spain

Bac+3 in International Business Sep '03–Jun '04

ESDES Business School · Lyon, France

LANGUAGES

English (Native), Spanish (Advanced), German (Fluent), Thai (Basic), French (Basic), Italian (Basic), Russian (Basic)

TECHNICAL SKILLS & INDUSTRY KNOWLEDGE

- **AI & Machine Learning:** Claude API, OpenAI, pgvector, LangSmith, Browserbase, Stagehand, Playwright, LiveKit, Predictive modelling
- **Web Development:** Next.js, React, TypeScript, Node.js, RESTful APIs, GraphQL, HTML, CSS
- **Digital Marketing & Analytics:** Google Analytics 4, Adobe Analytics, Mixpanel, Amplitude, SEO, PPC, Social Media
- **Data & BI:** Python, R, Power BI, Tableau, Simple Analytics
- **CRM & eCommerce Platforms:** Salesforce, HubSpot, Freshworks, Shopify, WooCommerce, Magento, BigCommerce
- **Project Management:** Jira, Confluence, Asana, Notion, Trello, ClickUp, Scrum
- **Airline & Travel Systems:** Sabre, Amadeus, Travelport, PROS, Altea, Navitaire, AeroCRS, Opera, Duetto, Cloudbeds, IDeaS

CERTIFICATIONS

Certified in Digital Product Management, AI for Business, Strategic Leadership & Marketing Analytics (INSEAD, Dartmouth, BCG). Project Management (Google). Full list: https://bit.ly/41lw71M

References available on request.