

UATP and Airline Business present:

Airline Distribution 2005

19-21 April 2005
Marriott Resort and Spa
Bangkok



Topic: Session 3: The Future of the GDS

Date: Wednesday, 20 April

Time: 2:00 – 3:30 pm

Brad Holman

**Managing Director and Vice President of Airline Services for Asia Pacific
Cendant Travel Distribution Services**

Brad Holman is Managing Director and Vice President of Airline Services for Asia Pacific with Cendant Travel Distribution Services. In this role he is responsible for the strategic leadership of all airline relationships in Asia Pacific. Working with his team, Brad ensures that Galileo subscribers have access to the highest levels of content and that our airline partners are provided with the most effective distribution tools for growing their business.

Previous to this role, Brad was Managing Director for Galileo's travel agency business in Europe, Middle East and Africa. Brad has also held roles as Director, Global Accounts for American Express and before joining Cendant Travel Distribution Services, he was the General Manager Corporate Services for a Professional Indemnity Insurance Company in Australia.

Brad gained his travel industry and GDS experience, as the General Manager for Galileo Southern Cross which was the Australian and New Zealand distributor for Galileo International which he served with for a number of years. His very first role was with an airline as a management trainee, with Trans Australia Airlines which subsequently became part of Qantas Airlines.

Brad has a Bachelor of Commerce and is based in Hong Kong with his wife and two children.

