

Barry Klipp  
Co-Founder & CEO  
InterLnkd



## Election Address

Dear Members of the Institute of Travel and Tourism,

My name is Barry Klipp, and I am seeking your vote for a Director (general) position. With over two decades immersed in the travel industry, I bring a unique blend of experience, from launching the A380 to leading airlines in Asia and building award-winning travel technology.

My career has spanned diverse roles, from senior executive positions in global corporations to entrepreneurial ventures. This breadth of experience has provided me with a deep understanding of the industry's complexities, operating across B2B and B2C landscapes, and at local, regional, and global levels. I've navigated challenges, built successful strategies, and fostered commercial growth.

As an advisor with Bain & Company, I've guided top-tier travel companies through adversity, focusing on digital transformation, revenue management, ancillary and customer loyalty. This experience, coupled with my entrepreneurial journey as Co-Founder and CEO of InterLnkd, demonstrates my ability to drive innovation and achieve commercial success.

I am a persuasive and engaging communicator, capable of leading teams to deliver strategic development. Having had the privilege of diverse and demanding roles early in my career, I am committed to supporting future leaders, offering guidance and mentorship.

If elected, I will leverage my extensive experience to champion the interests of the Institute and its members. I will advocate for innovation, collaboration, and sustainable growth within the travel industry. I am dedicated to ensuring the Institute remains a vital resource and a powerful voice for our sector.

I ask for your vote, to bring my passion and experience to a Director role, and to work together to shape the future of travel and tourism.

## Biography

I'm Barry Klipp, a seasoned corporate executive turned entrepreneur, driven by a deep passion for the travel industry. My career has been built on operating internationally at senior levels within complex, global organizations, consistently leading teams to achieve strategic and commercial success across B2B and B2C landscapes.

Early on, I was fortunate to undertake demanding and rewarding roles, fostering a desire to mentor and guide future leaders. I enjoy sharing my insights to support their professional growth.

Currently, I'm the Co-Founder and CEO of InterLnkd, an award-winning travel tech venture I've dedicated myself to from idea stage to angel and VC funded. Concurrently, I advise at Bain & Company on commercial projects within consumer goods, travel, and airlines, focusing on loyalty, ancillary revenue, digital transformation, and customer experience.

Prior to these roles, I held senior positions including Corporate Strategy Director at easyJet and member of their Executive Leadership Team, Group Chief Commercial Officer of AirAsia X, Group Director of Ancillary Revenue for AirAsia and AirAsia X, and Head of Corporate at Singapore Airlines. I also benefited from Singapore Airlines' Overseas Executive and Management Trainee programs.

## Contact Details

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