

WILLIAM PHILLIPSON

LONDON |  [WILLPHILLIPSON](#)

NON-EXECUTIVE DIRECTOR

Experienced NED, co-founder of \$150M travel tech business with 25 years' experience as a strategic leader; guides and challenges businesses to significant growth and transformation on an international scale, with razor-sharp understanding of complex business challenges and opportunities driven by early technical and product background at the forefront of the travel tech market. Manages complex Board dynamics and builds strong relationships with Executive teams.

NON-EXECUTIVE EXPERIENCE

SILVERRAIL AB | LINKON AB

DEC 2014 – JUL 2019

NON-EXECUTIVE DIRECTOR

Appointed as one of three Non-Executive Directors to Board of Linkon AB following 75% acquisition by SilverRail, with 25% retained by Swedish National Railway owner.

- **Steered management revamp, securing talented leadership team critical to 79% op inc rise in four years;** appointed new MD, Commercial Director and Head of Product with expertise required to execute ambitious business strategy and successfully achieve next-level growth.
- **Conducted transformation of Product and Engineering;** counselled teams to introduce product-led approach and agile development methodologies and migrate mainframe system to modern architectures and technologies.
- **Managed complex Board relationships,** including member of the Board that represented company's largest customer and 25% owner. Navigated challenges of confidentiality regarding other clients and contracts through frequent meetings with senior management outside of Board.

PROFESSIONAL EXPERIENCE

SILVERRAIL TECHNOLOGIES

AUG 2009 – JUL 2019

CO-FOUNDER | PRESIDENT & CHIEF OPERATING OFFICER ♦ LONDON & BOSTON

Co-launched SilverRail as the world's first unified platform for global rail distribution, connecting carriers and suppliers to both online and offline travel distributors; grew business from start-up to 250 staff in four global offices, partnerships with national rail carrier monopolies and global travel tech companies, and sale to Expedia (2017).

- **Partnered with CEO and Board to build and lead SilverRail's value proposition;** held oversight of commercial, product, technology / engineering and operations.
 - ✓ Raised \$75M in venture financing, with initial \$6M Series A raised during 2009 financial crisis. Established and expanded operations, increasing initial ten-person team to >250 across UK, Europe, US and Australia.
- **Secured supply contract with Expedia Group, and successfully launched Expedia Rail Train tab in 2016.**
 - ✓ Won >\$10M partnership against Expedia's long-standing air content providers and initiated the site's first ever rail offering.
- **Negotiated with Boards and C-level of government-backed national rail carrier monopolies, securing agreements with SNCF, Deutsche Bahn, Via Rail, TrenItalia, Renfe and entire UK and Swedish rail markets.**
 - ✓ Earned landmark >\$8M agreement with SNCF, as French national railway's Rail Distribution System technology partner; set up and ran connectivity platform for Rail Europe, SNCF's international sales organisation and largest seller of European rail outside of Europe, with full access to all content.
- **Led acquisition of two technology businesses, part of SilverRail's ongoing strategic initiative to connect major rail carriers globally and expand the business as a strategic technology provider to carriers.**
 - ✓ Bought rail-search technology division of Boeing-owned Jeppesen; directed complex 18-month negotiation to secure acquisition, and integrated commercial and development teams in the UK and Australia.
 - ✓ Acquired 75% of Linkon, Swedish Rail's technology subsidiary, at point of market liberalisation, gaining direct access to one of the most forward-looking rail markets in the world.

▪ **Co-headed \$150M sale of SilverRail to Expedia Group in 2017;**

- ✓ Developed and articulated SilverRail's global strategy to Expedia Group, navigating challenges of a historically dispersed business model across products and geographies.
- ✓ Headed in-person due diligence for all commercial, product and technology matters, and remediated issues identified, including hosting of production services, PCI compliance and development methodology.

ITA SOFTWARE

2006 – 2008

VP, PRODUCT STRATEGY | PRODUCT EXECUTIVE | SENIOR DIRECTOR, CRM

Directed ITA's GDS Alternative initiative, a challenger to the airline industry's legacy distribution platforms; oversaw all aspects of P&L, development, customer management and operations.

- **Launched first new fully functional airline GDS in 20 years, connecting seven airlines across all major hosting systems;** drove product / development teams and collaborated with sales / marketing for effective market positioning.

NATIONAL LEISURE GROUP (NLG)

2002 – 2006

DIRECTOR, VACATION PACKAGING APPLICATIONS

Established NLG's Vacation Packaging division and led development of world's second online Dynamic Packaging System (DPS). Held full strategic, commercial and operational oversight, reporting directly to parent company CTO.

- **Grew NLG Vacations to \$100M in sales in three years;** built and executed ambitious commercial and technical strategy that displaced all NLG's suppliers within one year of launch, leading \$10M DPS development project.

ACCOVIA INC

2000 – 2002

MANAGER OF PRODUCT STRATEGY | MANAGER OF PRODUCT DIRECTION

Recruited to drive delivery of Accovia's software into US leisure market, for clients including Sabre, Disney Vacations and Universal Vacations. Worked closely with IT, Marketing, Sales and Account teams.

- **Delivered product evolution that unlocked US market;** architected solution for access to America's scheduled air market, overseeing French development team and managing strategic relationships with IT partners.

IPINTEGRITY INC

1998 – 1999

FOUNDER

Launched Angel-funded start-up, designing Super Distribution Model Intellectual Property Management System for control and management of IP distributed over the internet.

WPJ CONSULTING

1997 – 1999

INFORMEDICA HEALTH & INFORMEDICA VET: architected B2B eCommerce solution to support volume of >\$1BN for health care supply chain analysis and information provider transition into B2B ecommerce vertical hub.

VESTCOM CANADA — ACUITY SOLUTION PROVIDER: implemented Acuity Financials Accounting System (formerly SOTA, now SAGE) for newly acquired company of a major retail marketing solutions leader.

MCGILL UNIVERSITY

1995 – 1997

CO-FOUNDER | COURSE PACK DEVELOPMENT SERVICE

Implemented first ever custom courseware development service for Canada's #1 ranked University, which mitigated severe IP rights compliance risk and slashed annual production costs by >\$5M.

EDUCATION & QUALIFICATIONS

B Eng, Computer Engineering, McGill University, Canada, 1995

Board of Governors, McGill University: sole representative for 25,000 undergraduate students