

# Ross Brannigan

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## PROFESSIONAL SUMMARY

Results-driven leader with extensive experience across eCommerce, Digital Products, Marketing, Sales, & Operations. Proven expertise in spearheading cross-functional teams & executing strategic initiatives at top multinational corporations including Etihad, air berlin, Facebook, Groupon, Dell, & Yahoo. Adept at leading diverse teams in complex environments, combining strategic vision with tactical execution. Entrepreneurial mindset with a strong sense of professionalism, integrity, & ethics. Seeking a senior global role in a progressive organization to leverage multidisciplinary expertise & drive results.

## Key Skills

- Product Management & Digital Marketing Strategy
- Marketing Technology & Platform Development
- Data Analytics, AI Strategy & Insights-Driven Decision Making
- Revenue Management & Business Development
- Cross-Functional Leadership & Strategic Execution
- Innovation & Emerging Trends Identification
- Team Building & Mentorship
- Digital Transformation

## PROFESSIONAL EXPERIENCE

### Alpha Digital Group (Technology & Aviation)

*On-demand consulting and professional services [marketplace](#).*

#### Business & Product Development - Founder

- Providing digital commerce & commercial aviation strategy as a consultancy service

**Abu Dhabi, United Arab Emirates**

October 2020 – Present

### Dohop (Travel Technology)

*A travel tech company entering Asian market.*

#### Partner Success Manager Asia

- Optimized performance of existing partners significantly. Accelerated growth of Thai VietJet in Thai market by over 500% in just 6 months.
- Reignited previously stalled accounts in Indonesia & generated new business with leading airline in Korea.

**Bangkok, Thailand**

June 2023 – March 2024

### Hans Airways (Airline)

*Ambitious post pandemic startup airline serving UK & India.*

#### Head of Marketing & Digital Strategy

- Launched a long-haul airline between the UK & India market in under 12 months. Reported directly to CCO & CEO.
- Accomplished with maximum efficiency & minimal cost using world-class digital product, marketing and AI know-how.

**Phuket, Thailand**

September 2021 – June 2023

### G42 (AI & Cloud Technology)

*One of the top AI and technology companies in the Middle East.*

#### Senior Marketing Specialist

- Spearheaded the development of a strategic marketing plan for a leading cloud provider's expansion into the UAE market, reporting directly to the COO and CEO.

**Abu Dhabi, United Arab Emirates**

February 2021 – August 2021

### Etihad Airways PJSC (Airline)

*Etihad is one of the world's best airlines with an exceptional guest experience*

#### Senior Manager | Digital Retail & Pricing

- Senior leadership role reporting to head of department. Inspired & motivated a high-performing team to accelerate the ancillary pricing strategy for the airline, utilizing data science & artificial intelligence.
- Built pricing strategy for commercial initiatives that contributed to over \$300 million in ancillary revenue.

**Abu Dhabi, United Arab Emirates**

October 2018 – October 2020

### World Hotels AG (Travel/Hospitality)

*One of the world's leading independent luxury hotel groups*

#### Director of eCommerce

- Restructured & modernized ecommerce and digital marketing service offering for portfolio of >200 global luxury properties.
- Managed global team of 4 in EMEA, AMERICAS & APAC. Unfortunately, left role due to 2 broken ribs.

**Frankfurt, Germany**

October 2017 – March 2018

<b>City Jet DAC (Airline)</b> <i>One of the best European regional airlines</i> <b>ECommerce Manager</b> <ul style="list-style-type: none"> <li>Senior leadership role reporting directly to CCO &amp; responsible for digital product strategy &amp; digital marketing</li> <li>Motivated a turnaround in existing team responsible for developing and executing eCommerce and digital marketing strategies</li> <li>Achieved significant improvement of results across online advertising, social media, SEO, PPC, website and app development, UX, media agency management, web analytics, and CMS (acquisition costs reduced 50%, digital distribution increased 20%).</li> </ul>	<b>Swords, Ireland</b> January 2016 – June 2017
<b>Air Berlin (Airline)</b> <i>Formerly the second largest airline in Germany and major operator</i> <b>Head of Online Sales</b> <ul style="list-style-type: none"> <li>Revitalized online and digital commercial performance as a key leader in the turnaround effort.</li> <li>Championed the onboarding of Data &amp; AI driven vendors that significantly improved conversion.</li> </ul>	<b>Berlin, Germany</b> April 2014 – September 2015
<b>Jet wave (Private Airline Marketplace)</b> <i>Private startup with vision to connect unscheduled travel</i> <b>Founder   Business &amp; Product Development</b> <ul style="list-style-type: none"> <li>Spearheaded the launch of an "uber for private jets" venture across key European markets, leveraging the guidance and resources of the prestigious Founder Institute, a Silicon Valley start-up incubator.</li> </ul>	<b>Berlin, Germany</b> April 2013 – March 2014
<b>Groupon (Consumer Internet / Technology)</b> <i>The world's fastest revenue growing company in history</i> <b>Head of Affiliate Marketing</b> <ul style="list-style-type: none"> <li>Headed a global team of over 20 reports inc. highly skilled marketers, data analysts, partners managers &amp; country managers.</li> <li>Spearheaded growth of the affiliate channel by 10% YoY, generating an incremental \$30 million in revenue. Slashed acquisition costs by 5%.</li> </ul>	<b>Berlin, Germany</b> March 2012 – March 2013
<b>Dell (Technology)</b> <i>One of the largest and most successful technology companies in the world</i> <b>Manager   Online Media</b> <ul style="list-style-type: none"> <li>Managed a \$12 million annual media budget and guided 3 media agency reports to reach Dell's quarterly business targets</li> <li>Improved performance of ongoing business relationship with agency partners and important media publishers (inc. Google)</li> </ul>	<b>Dublin, Ireland</b> September 2010 – March 2012
<b>Meta / Facebook (Consumer Internet / Technology)</b> <i>The largest social network in the world &amp; one of the best managed companies</i> <b>Online Sales Analyst</b> <ul style="list-style-type: none"> <li>Propelled Facebook's early growth as one of the first hires in Europe, providing key sales support &amp; BI for management.</li> </ul>	<b>Dublin, Ireland</b> October 2009 – September 2010
<b>Yahoo! Inc. (Consumer Internet / Technology)</b> <i>One of the first and largest global internet consumer brands</i> <b>Media Account Manager</b> <ul style="list-style-type: none"> <li>Managing advertising and media campaigns across global Yahoo! digital products and properties (e.g. Yahoo! Finance)</li> <li>Promoted to steer media account management team in Dublin. Became one of the best performers in department within 6 months.</li> </ul>	<b>Dublin/Barcelona, Ireland/Spain</b> December 2006 – September 2009
<b>EDUCATION</b>	
<b>University of Illinois Urbana-Champaign – Gies College of Business</b> MBA	<b>United States</b> 2024-2026
<b>Cranfield University</b> <i>Executive MSc in Aviation Management</i> <ul style="list-style-type: none"> <li>Deferred due to Covid 19</li> </ul>	<b>United Kingdom</b> 2019-2020
<b>IE Business School</b> <i>Master in Management (Marketing).</i> <ul style="list-style-type: none"> <li>Fundacion Carolina Scholarship recipient</li> </ul>	<b>Madrid, Spain</b> 2007-2008
<b>ESDES Business School</b> <i>Bac+3 in International Business. French Grande école.</i>	<b>Lyon, France</b> 2003-2004

## LANGUAGES

English (Native), Spanish (Advanced) - Studied and worked in Spain for 2 years, German (Fluent) - Over 5 years working and living in Germany, Thai (Basic) - 2.5 years living in Thailand, French (Basic) - One year living in Lyon, Italian (Basic) - Taken college classes, Russian (Basic) - Currently learning the Cyrillic alphabet (in 2024). Interested in further developing language competencies, particularly in Pan-European, Chinese, and Arabic.

## TECHNICAL SKILLS

Microsoft Office, Web & Analytics (Google Analytics 4, Tag Manager, Adobe, Mix panel, Amplitude, Heap), Ad Tech (Google Ad Manager, Amazon, Trade Desk, Criteo, GDN, DSPs, RTB), Affiliate Networks (AWIN, Rakuten, CJ), BI (Python, R, Power BI, Tableau), CRM (Salesforce, HubSpot, Fresh works), Front & Back-end (HTML, CSS, JS, SQL, Python, Node.js, React, Vue, Angular), Product Management (Figma, Adobe XD, Marvel, PRDs, Agile, Lean, Design Thinking), Project & Collaboration (GitHub, Jira, Confluence, Asana, Trello, Slack, Teams, Scrum, Notion, Click Up), eCommerce Platforms (<http://stackshare.io/rossbrannigan>, Shopify, WooCommerce, Magento, BigCommerce, Netlify, Vercel), Travel Tech (Amadeus, Sabre, Res2, Altea, NDC, Hotel Systems, Travelport), Cyber Security (Kali, Distil, Cloudflare, Imperva, NIST), Cloud (AWS, Azure, GCP, Docker, K8s), Blockchain (Ethereum, Hyperledger, Corda, Crypto), UX Design, Data Science (NumPy, Pandas, Scikit-learn, TensorFlow), Mobile App Dev (iOS, Android), DevOps & SRE, Digital Transformation (Strategy, Innovation, CX, Data-driven, Change Management), Marketing Platforms (Canva), AI Tools (ChatGPT, Stable Diffusion, Midjourney, GPT-3, Murf), API Development & Integration (RESTful APIs, GraphQL, Django REST Framework, Flask, Airtable, Contentful, Strapi), Further details about digital skills and digital product portfolio available on [Github](#).

## OTHER INFORMATION

### Internships:

- GSI Commerce / eBay Enterprise (Summer Internship, Barcelona, Spain, 2006)
- National Pen (High School Internship, Dundalk, Ireland, 2002)

### Work Experience:

- Bar Staff, Dundalk Stadium (Premier horse racing track, Dundalk, Ireland, 2003-2006)

### Additional Courses & Certificates (I continue to grow & develop my skillset with various certified online courses):

- Certificate in Digital Product Management (April 2024) - University of Virginia
- Strategic Leadership (December 2022) - Dartmouth
- Strategic Technology Management (December 2022) - University of Pennsylvania
- AI for Business (May 2022) - University of Illinois at Urbana-Champaign
- Blockchain Strategy (November 2021) - INSEAD
- International Affairs / Espace Mondial (April 2018) - Sciences Po
- Full Stack Web and Multiplatform Mobile App Development (April 2018) - Hong Kong University of Science & Tech
- Revenue Management & Revenue Strategy (March 2018) - ESSEC Business School
- Introduction to Databases (January 2016) - Stanford Online
- CS101 (December 2014) - Stanford Online / Stanford University
- Financial Markets with Robert Schiller (April 2014) - Coursera / Yale University
- Analyzing Global Trends for Business & Society (June 2014) - Coursera / University of Pennsylvania
- CS50 with David J. Malan (February 2015) - edX / Harvard University
- Data Science Certificate (February 2015) - Coursera / John Hopkins University
- Social Media & Community Conference / Dell Social Media Certification (October 2010), London, United Kingdom
- Yahoo! Sales Academy - SPIN Sales Techniques (May 2009), Dublin, Ireland

### International Exposure (have lived, worked or studied in the following international markets:)

- Germany, France, Spain, Italy, China, Latin America, Baltics, South-east Asia
- Life-long interest in learning additional international perspectives & cultural traits.

### Management Disposition:

- Passionate about diversity, creating business value, intrapreneurship & developing people. Participated in several leadership workshops inc. Etihad's future leadership development program

### Hobbies/Interests:

- I am an avid runner, sports & health enthusiast with passion for travelling, learning, international business, international affairs, crypto trading, developing my relationships, music & cinema amongst many other interests.

### Other Links

- My personal [website](#), My Web3 [website](#), [Medium](#), [X](#)

## References

Available upon further request.