



Svend Leirvaag
Vice President Industry Affairs, Amadeus IT Group SA

Svend Leirvaag, Vice President Industry Affairs, leads Amadeus' government and institutional affairs globally, including Amadeus' Corporate Social Responsibility (CSR) programs, such as the Click for Change partnership with UNICEF, and Amadeus' Sustainability initiatives.

Svend holds a degree in Business Administration from the USA, and started his career as a management trainee in Scandinavian Airlines in 1986, before joining newly established Amadeus in 1988. He returned to SAS in 1992 as Director of Marketing & Distribution. Working for the SAS CEO he led the implementation of TQM/LEAN in SAS' commercial division worldwide, and subsequently the development and implementation of SAS' travel agency programme in Scandinavia. After leaving SAS in 1997 he embarked on a successful management consulting career, acting as trusted advisor to top management across different industries. Svend rejoined Amadeus in 2011.

Svend is a respected travel industry expert, and has broad international management and consulting experience from airlines, hotel chains, travel management companies, and online travel distribution.