

Select Seabury Professionals

Rob Gurney STRATEGIC ADVISOR



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PROFESSIONAL QUALIFICATIONS

Rob Gurney has broad commercial and operational experience in aviation, travel and tourism having held a number of senior roles with British Airways, Qantas Airways Limited and Emirates.

Rob served as Chief Executive Officer for Helloworld Limited, a multi-faceted travel and tourism business with operations in Australia, New Zealand, the United States and Asia and listed on the Australian Stock Exchange where he undertook a major business transformation.

Most recently Rob served as the Chief Executive Officer of the oneworld airline alliance which comprises of thirteen of the world's leading airlines, reporting to the alliance governing board consisting of member airline Chief Executive Officers, a position that he held for seven years.

Rob has also served on a number of boards including the Asian-based Tour East Group, which he chaired; Australia Tourism Export Council; Tourism Western Australia and Tourism and Transport Forum Australia.

Rob has a Bachelor of Business (Accounting and Economics) from Edith Cowen University in Australia and completed post graduate studies in Strategic Management (Harvard Business School))

PROJECT EXPERIENCE

- Led transformation of oneworld airline alliance (2016-2023)
- Led transformation of Helloworld Travel formerly Jetset Travelworld Group and ASX listed company (2012-2014)
- Qantas/Emirates partnership formation and restructuring of Qantas International network (2012)
- Post GFC reorganization of Qantas Freight business including JV restructuring, cash raising through non-core asset sales (2010-2011)
- Led merger of Qantas majority owned travel agent assets to create second largest travel company in Australia and largest in New Zealand
- Drove profitable growth of Qantas regional airline (RJs and Turbo-prop) and acquired charter airline to service resource sector
- Extensive digitalization of Qantas service delivery and commercial platform to lead in airline ancillary revenues (2003-2006)
- Led Qantas sales channel and distribution transformation (2002-2003)
- Led restructuring British Airways/Qantas JV (1999-2000)

INDUSTRY EXPERTISE

- Aviation, Airline alliances and joint ventures
- Airlines
- Travel and tourism

FUNCTIONAL EXPERTISE

- Airline Fleet and network planning
- Revenue management and optimization
- Sales, distribution and digital
- Customer insights, brand and product development
- Core business transformation
- Retail and business travel management