

Michel La Bianca, VP Global Travel Technology & Innovation

Throughout his 25 year career in the travel industry he has been responsible for developing global product portfolios for organizations, set strategies for B2B solutions and manage the IT for large global corporate travel organizations

Before joining American Express Mr.. LaBianca spent 10 years with various increasing senior technology leadership roles and responsibilities including regional IT EMEA for TUI Travel Group and Senior Vice President of Emerging Technologies and Development for BCD Travel. In his roles he had many accomplishments including leading the strategy for a new technology platform that enabled full control of the supply chain from content aggregation to the point of sale display for 35 markets.

Michel has traveled extensively in his various roles, working across geographic and cultural boundaries bringing his unique global perspective and expertise to his work. He speaks several languages and has lived in countries like Germany, UK, Switzerland, Singapore and USA.

Michel joined American Express in June 2008 as Vice President IT Strategy & Innovation Global Business Travel where he is responsible for leading the innovation and strategic development for client facing travel products and technologies , Online and Mobility e2e commerce solutions.

Michel La Bianca is based in Phoenix, Arizona, USA.

