

---

# GuestLogix appoints Jim Young as SVP New Markets and Products

By **Maryann Simson** on February, 12 2013 | Catering



GuestLogix Inc. has announced that travel industry distribution and marketing veteran Jim Young will oversee one of the company's key areas of growth opportunity as Senior Vice President, New Markets and Products. The position was previously held by current President and CEO, Brett Proud.

Young will play an instrumental role in ensuring that existing partnerships with leading in-flight entertainment and communication providers are leveraged to their full potential, said a company release. He will also establish similar partnerships with other industry-leading technology companies.

"As a Company, we recognize that the opportunities found within these types of strategic partnerships are immense. We must develop the partnerships that exist today as well as those still to come, ensuring they are served with quality and a sense of urgency," said Proud of the appointment. "Jim Young brings an unprecedented level of talent, passion and industry insight to GuestLogix. I am extremely confident that he will ensure the success of the New Markets & Products division and play a major role in our renewed growth at GuestLogix."

Young has held executive-level positions with Frontier Airlines, where he was Chief Marketing Officer, Managing Director- Distribution Planning at Continental Airlines and head of strategic planning for Canadian Airlines International. He has also served as Senior Vice President of Global Distribution for Intercontinental Hotels Group. Most recently, Young served as President and Executive Director of the Open AXIS Group, an airline industry standards body that established a global technology standard for airline direct distribution and was adopted by the world's leading airlines.

"Throughout my years in the travel industry, I have seen and been a part of countless initiatives aimed at improving the end-to-end experience of passengers onboard the world's foremost airlines," said Young. "GuestLogix is recognized as the leader in fusing those improvements with much-needed onboard revenue generation and I am thrilled to be a part of an organization that is so committed to building new innovations that travel operators need and travellers can enjoy."