

TONY D'ASTOLFO

Senior Vice President, North America

Serko Limited

Tony is a 35 year travel industry veteran and an accomplished executive with deep expertise in travel and technology. He joined Serko, the market leading online travel and expense company in Australasia, in April 2018 to lead their efforts in North America. Tony was previously Chief Commercial Office at Deem, where he was responsible for developing and driving the commercial strategies for all sales, marketing and customer related activities. Prior to joining Deem, Tony was Managing Director of Phocuswright, a premier research and consulting business to the travel industry, and before that served as Chief Sales Officer for tech-enabled ground transportation company GroundLink.

His record of success in the corporate travel technology space began at B2B e-commerce leader GetThere, where he led the pre-IPO startup as Vice President of Sales during an explosive growth period that saw a tenfold increase in revenues and expansion of the customer base from five to over 2,200 corporations. His career started with United Airlines where he spent more than 19 years in leadership roles, including his last assignment as National Sales Manager for the U.K. and Ireland.

Tony is a long-time member of GBTA and a former member of the Board of Directors of both ACTE and WINiT (Women In Travel). Tony is an accomplished speaker and moderator who has spoken at travel industry conferences around the world, and is known for his ability to bring important conversations to the forefront.