



Updated for 2024

**Speaker Profile: Mark Ross-Smith**

# Speaker Bio: Mark Ross-Smith



Mark Ross-Smith, is an award-winning global airline loyalty industry leader. Currently, Mark is CEO & Co-founder at Loyalty Status Co.

## About Mark:

Mark has over a decade of experience in the airline loyalty industry, including leading Loyalty at the Malaysia Airlines Enrich loyalty program.

Mark is the world's leading airline loyalty thought leader and has worked with over 25 major travel brands, including Star Alliance, Emirates, Etihad, Air France/KLM, Vietnam Airlines, Lufthansa, Air Canada, Frontier, Spirit & LATAM Airlines.

Known as “Mr Loyalty”, Mark is the most followed airline loyalty marketing leader on social media, regularly speaks at industry events, and has some of the most highly-listened to podcasts.

Mark won Loyalty Magazine’s ‘Loyalty Royalty’ 30 under 40 Award in 2022.

## About Loyalty Status Co:

Loyalty Status Co works with global travel brands on high-value customer acquisition.

Since launching in 2020, Loyalty Status Co has helped 100,000’s of global travellers test-drive a new airline/hotel brand by facilitating the Status Match process between the brand and the traveller.

Loyalty Status Co won the World Aviation Festival Start-Up of the year.



Travel Start-up  
Winner

# In the media

PhocusWire<sup>®</sup>  
Powered by Phocuswright

The Washington Post



Forbes



THE POINTS GUY

Condé Nast  
Traveler



Point Hacks

The New York Times

Skift

nerdwallet

Business Traveller



Airlines  
CONFIDENTIAL



South China Morning Post



# Worked with 25+ major global brands



# Recent Speaking Engagements



**Location: Rio De Janeiro, Brazil**  
**Topic: Innovation in airline loyalty**



**Location: Singapore**  
**Topic: Where has all the innovation gone?**



**Location: Nice, France**  
**Topic: Case Study: Airline marketing that drives \$\$**



**Location: Amsterdam, Netherlands**  
**Topic: StatusMatch as a high-value customer acquisition tool**



**Location: Chicago, USA**  
**Topic: Status is the most powerful tool an airline has**



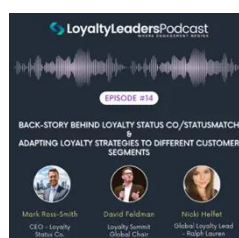
**Location: Toronto, Canada**  
**Topic: The power of airline loyalty status**





# Dozens of Guest Podcast Appearances

> 100,000's of downloads – full media listing at: <https://media.loyaltystatus.com>



# What audiences are saying

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“We would like to express our sincere appreciation for participating so effectively as a keynote speaker at the 2<sup>nd</sup> Loyalty and Rewards Conference.

You have played a major role in making it an outstanding event.  
Your presentation was really successful and interesting for the audience. “

**“That was a super speech..”**

**“... This was an excellent presentation by Mark.”**

“Absolutely enjoyed the session by Mark Ross-Smith. Thought it was brilliant...”

# Current Speaking Themes // 1

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**Title:** How Airlines Acquire High-Value Customers

**Overview:**

Airlines are unique in their approach to high-value customer acquisition. In this presentation, we explore the unique tactics that major global airlines use to acquire and retain their most value frequent flyers.



# Current Speaking Themes // 2

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**Loyalty Program or Airline Business  
Which is more valuable?**

**Title:** Are airline loyalty businesses worth more than the airline itself?

**Overview:**

Airline loyalty marketing programs are businesses in their own right. Recent financial disclosures of major airlines show that the airline loyalty businesses can be more profitable, And hold greater market value than the entirety of the airline.

The presentation explores how airline loyalty businesses are valued, how they operate, why it's critical for airlines to invest in loyalty, and what other industries can learn from airlines

# Social Media & Contact

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21,000+ business traveller followers

**travel**datadaily

Travel Data Daily Blog:

6,500+ travel industry subscribers

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Corporate: [www.LoyaltyStatus.com](http://www.LoyaltyStatus.com)



# Media Gallery





- **Mark Ross-Smith**
- **[Linkedin.com/in/markrosssmith](https://www.linkedin.com/in/markrosssmith)**