



— **Head of Amadeus' Permanent
Representation in Brussels**
Amadeus IT Group



amadeus



Dober Partners
Executive Search
& Consultancy

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About Amadeus

Travel powers progress. Amadeus powers travel. Amadeus' solutions connect travelers to the journeys they want through travel agents, search engines, tour operators, airlines, airports, hotels, cars and railways.

We have developed our technology in partnership with the travel industry for over 30 years. We combine a deep understanding of how people travel with the ability to design and deliver the most complex, trusted, critical systems our customers need. We help connect over 1.6 billion people a year to local travel providers in over 190 countries.

We are one company, with a global mindset and a local presence wherever our customers need us. Our purpose is to shape the future of travel. We are passionate in our pursuit of better technology that makes better journeys.

Amadeus is a European tech champion and an IBEX 35 company, headquartered in Madrid and listed on the Spanish Stock Exchange. The company has been recognized by the Dow Jones Sustainability Index for the last eleven years.

Amadeus operates in more than 190 countries. Amadeus workforce exceeds 17,000 people.

Amadeus was founded in 1987 to develop a standard system for connecting airlines with travel agencies. The company created the world's leading Global Distribution System, offering unmatched search, pricing, booking, ticketing, and servicing capabilities.



About Amadeus IT

Amadeus pioneered the development of a revolutionary customer centric platform that provided airlines Passenger Service System capabilities to facilitate an integrated seamless interaction with customers to make the reservations, manage the inventory and departure control activities. Building on this success, Amadeus has continued to expand our IT portfolio to include a variety of other applications.

Amadeus invested nearly 1 Billion euros in R&D in 2022. Amadeus is constantly exploring new business models that will drive our own and our customers' growth, experimenting with technologies that will make travel more rewarding and sustainable. Amadeus continues to recruit the best people in the industry – a workforce that is multi-cultural, multi-generational and multi-skilled. Amadeus investment in innovation is a strategic priority. As the travel ecosystem expands, Amadeus also continues to broaden its focus, collaborating with industry partners, investing in acquisitions and new ventures and nurturing start-ups to ensure the most comprehensive travel offer.

Since 2018 Amadeus has been a member of the United Nations Global Compact, underlining our full and unwavering commitment to its principles on human rights, labour, the environment and anti-corruption.

At Amadeus, our culture of inclusivity is shaped by our people: a global community of over 140 different nationalities. Amadeus is a naturally diverse, multinational business. But diversity means more than simply being a group of people from different backgrounds and places. We are actively committed to promoting a welcoming, inclusive and supportive atmosphere across every office – a shared culture of respect, openness and thoughtfulness, underpinned by our collective enthusiasm for technology, travel and innovation.



Amadeus engages regularly with governments, public entities, trade associations and other institutions globally in areas of mutual interest to improve the competitiveness and sustainability of the industry.

Amadeus' industry leadership comes with the responsibility to work with multiple stakeholders in the interest of the travel industry at large. The travel and tourism industry is becoming an increasingly strategic sector for the economies of Europe and most countries worldwide. For the industry to grow sustainably, governments and private stakeholders worldwide will have to pay more attention to how our industry improves its efficiency, reduces its carbon footprint and takes advantage of its potential as a catalyst for inclusive economic growth. Tackling these challenges requires completely new models of collaboration between industry players and the public sector. At Amadeus, we participate in, and often initiate, the industry debate on how collaboration should evolve. We see technology playing a key role in an increasingly digitalized travel and tourism marketplace; Amadeus therefore has an important role to play as a facilitator for the global teamwork that is needed to shape and safeguard a sustainable travel industry.

Amadeus Industry Affairs works with public and private stakeholders across the global travel industry to build a common agenda based on the principles of neutrality and transparency, fair competition and respect for society around us. We take a

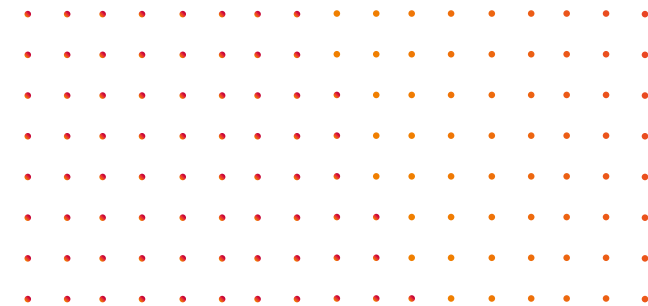
fact-based approach to working with our partners to bridge differences and find solutions and standards that take into account the needs of all stakeholders in the travel value chain in a fair manner. In line with these principles, we have launched industry initiatives jointly with our partners, including environmental and social sustainability, regulatory and industry matters and consumer protection.

Amadeus is frequently asked to contribute to regulatory reviews or give input to policy initiatives related to transport, travel and tourism, especially in areas where technology plays a key role. The travel and tourism industry is complex, and we are proud to be asked to contribute. We are happy to share our experience, insights and balanced perspectives, always supported by evidence and fact-based analysis.

In the vast landscape of different private sector and trade industry stakeholders in travel and tourism, Amadeus engages with selected players in an open and constructive dialog on industry issues. We collaborate in our own trade associations and partner with our airline and travel agency customer organizations to work toward common public policy goals. As an active partner, our door is

always open. We have strong relationships, working closely with institutional stakeholders, consumer advocates and many other travel and tourism associations across the globe on a regular basis.

At an industry level, Amadeus is represented indirectly through our membership of the European trade association eu travel tech and the US Travel Technology Association (TravelTech) which both represent the indirect distribution industry on regulatory and industry matters in the EU and the US, respectively.



What You'll Do

Amadeus has been active in EU Affairs over many years and has decided to hire a permanent representative in Brussels in 2023 following strong business growth last year. This investment reflects Amadeus future-facing long term engagement with the EU, Member State governments and Industry stakeholders.

The Head of Amadeus' representation in Brussels will report directly to the Director Industry Affairs, EMEA. The Mission, Accountabilities and Profile for this exciting new role are laid out below.

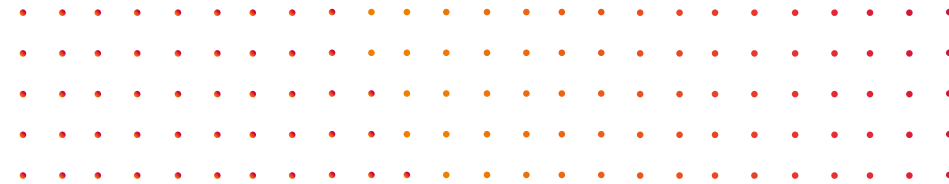


Mission

1. Lead Amadeus' presence and activities in Brussels, be Amadeus' primary point of contact for EU Stakeholders.
2. Systematically build and develop trusted external relationships with EU public and industry stakeholders, including:
 - a. the European Commission
 - b. members of the European Parliament
 - c. permanent representations of Member States
 - d. governments of key EU Member States
 - e. relevant trade associations and consumer groups
3. Enhance Amadeus' reputation and influence as a trusted partner of the EU in matters related to digital technologies, data, travel and transport distribution, and international trade/market access.
4. Coordinate with Amadeus business units and other internal stakeholders, including Corporate Communication, to ensure full alignment on the Amadeus position on relevant regulatory and industry issues or initiatives, and to ensure internal support, with specific focus on airline distribution and technology matters.
5. Identify, establish, and lead internal teams or projects, or participate in Amadeus strategic initiatives in collaboration with the Business Units, Corporate Communication and other relevant internal and external stakeholders.
6. Monitor and interpret relevant regulatory and industry information/market developments that could potentially impact on Amadeus competitive position, and report insights regularly.
7. Define Amadeus' position jointly with relevant internal stakeholders, craft narratives and key messages and identify strategies to communicate/use those externally.
8. Manage relationship and provide support in the relationship Amadeus establishes with industry stakeholders in Brussels, including trade industry associations, NGOs, academia, media and others.

Key Accountabilities

- Build relationships with key public and industry stakeholders in the European Union and designated Member States, in particular with Germany.
- Lead and coordinate designated Industry Affairs activities and projects with internal teams.
- Gather, interpret, enhance, and clearly communicate information from interaction with and monitoring of external events and institutional activities.
- Craft and communicate Amadeus' narrative and key messages in order to leverage Amadeus' influence and position, and to enhance the reputation of Amadeus among key individuals, whether indirectly or directly.
- Strategically analyze the current situation with regard to key initiatives, establish strategic plan for influencing, and give strategic advice to Business Units on the most appropriate response from Amadeus.
- Attainment of objectives as per annual strategic plan.



Ideal Profile of the successful candidate

Education:

- Master's level University degree. Relevant experience may compensate for formal education.

Ideal Work Experience:

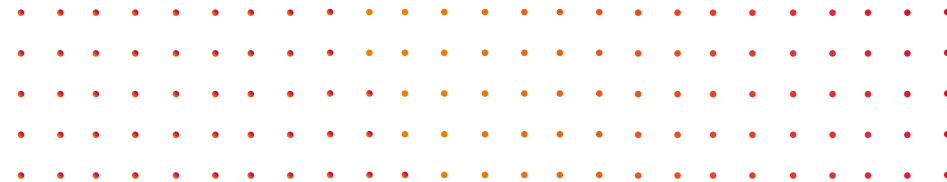
- 10+ years of work experience in Public or Industry Affairs including:
 1. Relevant experience from travel and/or technology industries.
 2. Significant experience in dealing with senior political, regulatory and industry stakeholders in the EU.
 3. Documented results from relationship building and influencing with EU public stakeholders.
 4. Documented results from management of complex projects and programs.
 5. Experience in public speaking.

Business Understanding

1. In-depth knowledge of the travel industry in general, and the GDS business in particular.
2. Understanding of the regulatory framework applicable to Amadeus in the EU.
3. Understanding of key geopolitical trends at EU and global level and how these might affect Amadeus.
4. Knowledge of Amadeus corporate strategy and Amadeus competitive position.
5. Understanding of technology application in the travel industry in general.
6. Understanding of Amadeus' corporate industry profile: technology player, business footprint, Industry Affairs.

Skills

1. Strong interpersonal skills, shows empathy, builds confidence and trust quickly.
2. Excellent ability to influence others.
3. Excellent communications skills and fluency in at least 3 European languages, including English and German.
4. Analytical mindset, strategic, structured, and capable of abstract thinking.
5. Project Management skills.
6. Negotiation skills.
7. Team player - works well with others.



Recruitment Process



The specialist executive search firm Dober Partners has been retained to draw up a shortlist of prospective candidates against the criteria set out in this document. Using their discretion and expertise Dober Partners will help recruit a new Head of Amadeus' representation in Brussels, together with the company's Industry Affairs leadership and HR teams.

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