

Alain van West - Strategic Advisor in Travel & Mobility

A seasoned executive and growth strategist with over 25 years of experience helping travel, mobility, and technology companies achieve commercial transformation, market expansion, and strategic partnerships. Working with founders, boards, and investors to drive growth across global travel ecosystems.

Who I Am

Leveraging over two decades of executive leadership in travel and mobility, I possess extensive expertise in corporate travel, GDS, airline and rail distribution, and B2B SaaS. My career includes leadership roles at prestigious organisations such as SAP Concur, Eurostar, American Express Business Travel, US Airways, SilverRail Technologies, British Airways, and Disneyland Paris.

I combine strategic vision with practical execution, guiding companies through critical growth phases, market expansions, and commercial transformations. My global perspective, honed across complex international markets in Europe, North America, and beyond, ensures impactful results.



What I Do

1

Commercial Strategy
Develop comprehensive go-to-market plans that align with business objectives and market opportunities, creating actionable roadmaps for revenue growth and customer acquisition.

2

International Expansion
Guide companies through the complexities of new market entry, crafting tailored strategies that address regional nuances, regulatory requirements, and competitive landscapes.

3

Partnership Development
Identify, negotiate, and implement strategic partnerships and channel relationships to accelerate growth and build sustainable competitive advantages.

4

Revenue Acceleration
Transform sales organisations, optimize revenue streams, and implement effective commercial processes to drive sustainable business growth and profitability.

Key Achievements

SAP Concur
Played a key role in expanding into 10+ new markets as part of the International team, supporting commercial framework development and contributing to revenue acceleration.

SilverRail Technologies
Contributed to doubling company revenue and substantially increasing valuation through strategic partnerships and effective repositioning within the rail distribution ecosystem.

American Express Business Travel
Rebuilt and led the national sales organisation, helping establish AEGBT as #1 in the UK market through disciplined execution and client-focused strategies.

Who I Work With

Client Type	Typical Needs	How I Help
Travel Tech Startups	Industry credibility, distribution expertise, scale-up support	Strategic guidance, partnership introductions, commercial frameworks
Mobility Platforms & GDSs	B2B sales strategy, integration pathways, market positioning	Go-to-market planning, commercial negotiations, ecosystem mapping
Airlines, Rail & TMCs	Growth strategies, partnerships, strategic repositioning	Distribution optimisation, commercial transformation, partnership development
Investors	Commercial due diligence, operational support	Expert assessment, board-level guidance, post-investment support

Ready to explore how I can help your travel or mobility business grow? Contact me at alain.van.west@ewrc.world or +44 7951 843 275 to arrange a conversation about your specific challenges and opportunities.