

Trey Urbahn bio

Trey is a strategic advisor to TAP Air Portugal and non-executive member of the board of directors. Prior to this, he served as Chief Strategy Officer, Chief Commercial Officer and member of the TAP executive board. He was the chief architect of TAP's turnaround strategy as a privatized company. Prior to TAP, Trey was Chief Revenue Officer for Azul, a Brazilian airline he helped found with David Neeleman. Prior to Azul, Trey also worked with Neeleman at JetBlue Airways, where he served as Chief Revenue Officer.

Prior to joining JetBlue, Trey was CEO of FareChase, Inc., a travel industry e-commerce company, and was a founding officer of priceline.com, serving ultimately as Chairman, Travel Services. Mr. Urbahn was a Senior Partner at the Airline Planning Group, a strategy consulting practice focused in the airline and travel sector.

Trey's earlier career was focused in the field of revenue management both in and outside of the airline industry. In addition to serving as Executive Director of Marketing Planning at Alamo Rent a Car, he was Director of Revenue Development at US Airways Group. Prior to this, Trey served in various revenue management and finance-focused positions at Northwest Airlines and United Airlines.

Trey Urbahn graduated from Yale College and earned his MBA from Harvard Business School. He and his wife Jennifer live in New Canaan, CT and have four children.