



Patrik Forsstrom
Head of Business Intelligence
Cathay Pacific Airways

Patrik Forsstrom is an airline expert. Patrik has worked within the airline industry since 2000 and several different roles in both IT and Finance. He was a Shared Services director at Finnair establishing a new captive Shared Service centre nearshore producing a broad range of services for the Finnair group. He has also worked extensively in airline BI and been leading both the Cathay Pacific's and Finnair's Business Intelligence Competency Centres. In addition he has run several strategic restructuring projects within the airline industry.

He is very passionate about the potential benefits of both IoT and Big Data for the airline industry. He thinks there are major opportunities for airlines with Big Data e.g. for preventive maintenance in engineering and personalization for our customers in sales and marketing.

Patrik is very happy to be here in Hong Kong. This is a great time being here and working with Cathay Pacific as the company just has embarked on its Big Data journey.