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## Kambr Inc. Raises \$4M Seed Funding to Advance the Future of Commercial Aviation

Through its content, advisory and software arms, Kambr is ushering in a new era of thought leadership, commercial intelligence and demand management

Commercial airline intelligence platform [Kambr Inc.](#) has officially launched with the closing of its \$4M seed funding round, as the online and travel tech marketplace is poised to [reach \\$1 trillion with 11 percent annual growth rates](#).

Kambr operates at the epicenter of an airline industry that is urgently seeking solutions to disentangle fragmented booking and passenger services operations. To meet airlines' new embrace of interactivity, mobility, automation and machine learning that are impacting all industries, Kambr's team combines an innovative tech stack along with collective decades of expertise across aviation, online advertising and digital media to advance the future of commercial aviation.

“Commercial airlines are undergoing a swapping cycle of technology and infrastructure upgrades across the board. The goal of Kambr and its family of products is to provide the insights, guidance and software; not only to create a better existing infrastructure for airlines, but to propel the entire industry forward.”

said Jason Kelly, Kambr CEO.

“This future includes consumer centricity, total funnel management, complete commercial control and the end of silos.”

The round of investment includes contributions from **Founder Collective**, **Global Founders Capital**, **Studio VC**, **Silicon Badia**, **C2 Ventures Capital Partners** and **TXV Partners**.

“When investing in startups, we look for entrepreneurs with unique insights on a market, exceptional product sensibilities and a bias towards execution.”

said Micah Rosenbloom, Managing Partner at Founder Collective.

“The Kambr team is accomplishing major feats in a market most have considered impossible to innovate in, and we're confident that they're charting a path to success.”

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In addition to [Kelly](#), Kambr's co-founders are [Martin Kaduc](#), with [Michael Peters](#) leading Kambr Solutions and [Chris Anthony](#) overseeing Kambr Advisory Group.

“Revenue management is on the cusp of transformation. Airlines need systems that embrace new data and technology and manage the entire commercial process, ”

said Swoop President Steven Greenway, one of several initial Kambr clients.

“Kambr has the domain expertise and vision to deliver this future. ”

Kambr, founded in 2019, is a global company with bases in Amsterdam, New York, Los Angeles and Minneapolis. The company's name is derived from the aerodynamics term “camber” – the asymmetry between the two acting surfaces of a wing. Just as camber is literally how an airplane's lift happens, Kambr gives clients the tools, insights and processes necessary to lift their revenues via its software, content and advisory products.

The company is comprised of three divisions:

**Kambr Solutions:** Kambr's software arm is building solutions focused on automation, control and applied data science.

**Kambr Advisory:** Kambr's consultative, professional services and research arm is dedicated to helping airlines maximize the performance and productivity of their commercial operations.

**Kambr Media:** Kambr's independent content arm is shaping the discussion around issues relevant to today's commercial aviation industry.

Kelly's career spans two decades across aviation, ad-tech and media. In 2011, as its Chief Revenue Officer, he was instrumental in managing sell-side platform AdMeld's \$400 million sale to Google. Following a stint at Google, Kelly was appointed as CEO of Sociomantic, where he spearheaded a sale to Dunnhumby, a subsidiary of Tesco.

The serial entrepreneur later moved on to a role as President of Millennial Media leading a \$238 million sale to AOL. Prior to Kelly's foray into the ad-tech and media worlds, he held positions at Virgin America, Frontier Airlines and Independence Air within the fields of distribution, pricing and revenue management.

On the Solutions side, Peters has held operating roles at Transavia covering the areas of revenue management and route planning before moving on to Revenue Management Systems. There he was an influential figure in driving product innovation for numerous airlines around the globe.

As the lead on Kambr Advisory, Anthony's experience was shaped as an in-house airline operator, independent consultant and professional services head at Revenue Management Systems Inc. In his role at RMS, Anthony provided strategic guidance and management direction to an extensive list of major airline

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brands around the world. Anthony has also led the pricing and revenue management departments at several airlines, including Scoot, Peach and Jazeera Airways.

Kaduc previously held commercial positions at Southwest Airlines, Independence Air and Eos. Most recently he spent 11 years at Revenue Management Systems where he joined as the second employee and was vital in its growth and eventual sale to Warburg Pincus.

The leadership team is rounded out by Chief Technology Officer Alex Kalyvitis, Head of Advisory Services Steve Hendrickson, Kambr Media Editor-in-Chief David Kaplan and Media Managing Director Joseph Vito DeLuca.

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