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## Sean Darlington joins Pearson Ham – The Pricing Specialists

Sean Darlington has joined the senior team at Pearson Ham to develop and lead the revenue management offering to consulting clients. He brings extensive experience of delivering new pricing strategies, improving transparency and implementing new pricing solutions, typically in complex pricing situations requiring dynamic pricing models.

Sean spent over 20 years at British Airways, where he built a new pricing model that adapted to the emergence of the low-cost carriers, recovered from the 9/11 terror attacks and countered the 2008 financial crisis. His proven pricing methods delivered industry-leading revenue growth for the airline.

As Commercial Director at Premier Inn, he built an industry-leading pricing system along with an integrated commercial model capability. This brought together the disciplines of revenue management, pricing, sales, ecommerce, digital marketing and distribution to operate as one single business unit, working from a common decision-making platform.

Sean tells us “My pricing career is now nearly 30 years old but fresh challenges and new opportunities still present themselves every day. I am committed to helping businesses find and exploit these opportunities in order to deliver real value. I am a thinker and innovator and I’m as focused on finding the everyday gain as I am in uncovering the big idea. Pearson Ham’s leading yet practical approach to pricing and ability to implement solutions is fully aligned to my experience in the corporate environment. I am very excited to be joining the team and look forward to helping businesses create a step change in their revenue management capability”.

Tim Ham, CEO of Pearson Ham says “Sean’s wealth of revenue management expertise is outstanding and it’s wonderful to welcome him to the team. He will bring great benefits within the leisure, travel and transportation sectors. His style is very much as a problem solver and creative thinker, with a track record of delivering innovative solutions into businesses. We are delighted to have him as part of our senior consulting team.”

### About Pearson Ham

Pearson Ham is a specialist pricing consultancy. With a highly experienced senior team with real industry experience, Pearson Ham is focussed on delivering successful outcomes for clients with pricing, commercial model/value creation or revenue management challenges. Founded by CEO Tim Ham, Pearson Ham has been working with clients from all sectors for almost 15 years. Based in London and with offices in Paris and Barcelona, the team are delivering real value for clients across Europe. To find out more visit [www.pearsonham.com](http://www.pearsonham.com)