Brennen Bliss

FOUNDER & CEO, PROPELLIC

SHORT BIO, 35 WORDS

Brennen Bliss is the Founder and CEO of Propellic, a high-growth travel marketing agency helping some of the world's most ambitious travel brands win discovery, demand, and revenue through AI-driven search visibility and performance marketing.

MEDIUM BIO, 144 WORDS

Brennen Bliss is a Forbes 30 Under 30 honoree and the Founder and CEO of Propellic, a high-growth travel marketing agency helping travel brands unlock visibility, conversions, and revenue through SEO, paid media, and AI-driven discovery. He started building websites at 14 under the name PixelCutLabs, growing the company from a solo freelance operation into a national agency known for its creative approach to technical growth.

Today Propellic partners with leading travel brands, from hotels and resorts to tour operators and destination marketing organizations. Under Brennen's leadership the agency has become a standout voice in the evolving landscape of AI search, helping travel brands adapt to generative AI and a rapidly changing discovery ecosystem.

Based in Austin, Brennen speaks frequently at conferences like Arival, Phocuswright, and WTM London, and is recognized as one of travel's emerging leaders shaping how travelers discover and book experiences.

FULL BIOGRAPHY, 282 WORDS

Brennen Bliss is the Forbes 30 Under 30 recognized Founder and CEO of Propellic, one of the fastest-growing travel-focused marketing agencies in the United States. Known for blending deep travel industry insight with technical marketing excellence, Brennen helps travel brands win visibility, demand, and revenue across search, AI discovery platforms, and performance channels.

He founded the company in 2014, at 14 years old. It was called PixelCutLabs then, and he built websites and ran SEO for anyone who would give him a shot. What started as a one-teen show grew into a multi-disciplinary, 25-person agency specializing in travel and tourism. In 2021 the agency committed fully to the travel vertical, rebranding to Propellic and becoming a leading partner for hotels, resorts, destination marketing organizations, tour operators, and travel technology companies.

Today Propellic manages tens of millions in annual ad spend, runs large-scale SEO programs for major tourism brands, and is pioneering AI-driven discovery optimization, helping travel companies show up in the answers travelers get from search engines, generative AI platforms, and emerging conversational interfaces.

Brennen speaks regularly at industry events including WTM London, Phocuswright, and Arival, and is the co-author of a forthcoming research report with Phocuswright on AI readiness in travel marketing. His thought leadership sits at the intersection of travel, AI, and consumer behavior, with a focus on how travelers actually make decisions and how brands earn visibility in a world where traditional search is giving way to intelligent assistants.

Based in Austin, Texas, Brennen is widely recognized as an emerging leader in the travel industry. Outside of

work he's an obsessive traveler, a luxury-hotel enthusiast, a private pilot, and a reliable advocate for early workouts and a long dinner.

RECOGNITION

Forbes 30 Under 30. 2x Inc. 5000 (Propellic).

ABOUT PROPELLIC

Propellic is a travel and tourism digital marketing agency: SEO, AI search visibility, paid media, and content. The firm works exclusively with travel brands, from hotels and resorts to tour operators, destination marketing organizations, and travel technology companies, and measures its work against bookings and revenue rather than rankings and click-through rate.

CONTACT

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