

M. TODD WALLACE

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Senior level marketing executive and industry leader with 25+ years of airline, global distribution system, and online travel agency experience and track record of success in strategic planning, project management, product development and execution of transformational solutions for progressive travel services companies

EXPERIENCE

Airlines Reporting Corporation (ARC)

2018-present

Head of Global Sales and Distribution

- Develop and manages relationships with industry channels including technology partners, system providers and industry governance organizations to enhance \$86 billion annual financial settlement process.
- Provide insight and recommendations on best practices to implement strategic changes within the industry.

Spirit Airlines, Inc.

2016-2018

Head of Global Sales and Distribution

- Responsible for all domestic and international third party distribution relationships and sales initiatives involving more than \$1.1 billion annual revenue production
- Establishes partnerships with tourism, airport and destination authorities to increase ultra-low cost airline brand presence in market
- Manages all direct agency and corporate portal initiatives and interfaces resulting in significant distribution cost reduction saving, improved customer experience
- Oversees agency support and issue resolution group providing industry leading customer service to distribution partners
- Champions ultra-low cost business model to distribution partners and industry participants

Sabre Inc. - Sabre Airline Solutions

Senior Principal, Sales and Distribution Consulting

2015-2016

- Developed airline consultancy and professional services focused on distribution strategies encompassing direct and indirect sales channels with emphasis on customer acquisition, ancillary sales, merchandising and e-commerce growth

- Delivered business consulting services to airlines worldwide designed to solve organizational and business challenges, improve performance through adoption of solutions or business processes, and identify and implement recommendations for revenue enhancement and cost management
- Applied extensive expertise in distribution transformation and channel development to commercial practices and business processes, benchmarking best practices, functional systems analysis and implementing strategies to maximize airline efficiency

Frontier Airlines

***Senior Director, Distribution and Distribution Strategy* 2010-2015**

- Provided strategic guidance and direction for multi-million dollar annual spend on distribution initiatives; reducing distribution costs by more than 50 percent over four year period
- Managed relationships and contractual obligations with all global distribution systems (GDS), online travel agencies (OTA), travel aggregators and metasearch sites
- Led airline executive team initiatives to restructure airline distribution efforts utilizing ultra-low cost carrier precedents; introducing innovative fare differential concepts and fare bundling scenarios
- Developed strategies for implementation of ancillary revenues including seat fees, carry-on and checked bag fees, and other merchandising opportunities
- Coordinated with New Distribution Capability (NDC) providers to plan future implementation of direct connect and API-based solutions
- Implemented airline data tools and processes providing insight into competitive position and opportunities utilizing Airline Reporting Corporation (ARC) and International Airline Transportation Association (IATA) datasets and proprietary systems
- Acted as industry liaison for airline within industry organizations including IATA, ATPCO, ARC and various Billing Settlement Plans (BSP)
- Transitioned airline distribution from legacy hosting system to Navitaire ticketless system conversion eliminating significant cost and complexity from agency distribution processes

JetBlue Airways, Consultant

***Distribution Strategy, Settlement & Interline/Codeshare* 2009-2010**

- Managed highly complex hosting system conversion for airline distribution products and services increasing travel agency network and sales opportunities
- Negotiated all major GDS contracts, online travel agency contracts and metasearch agreements and maintained compliance of contractual obligations of airline systems
- Implemented settlement processes with the ARC and BSP's in twelve countries simultaneously
- Developed business processes related to electronic ticketing and interline electronic ticketing for revenue management, distribution, sales and marketing areas
- Established baseline for global distribution system growth in travel agency, online travel agency and corporate agency channels
- Led strategic distribution planning for interline and codeshare partnerships and establishing foundation for future distribution relationships

Virgin America Airlines, Consultant**2010**

- Negotiated multiple major GDS contracts and online travel agency agreements and maintained compliance of contractual obligations of airline systems and processes
- Established relationships and implemented ARC and BSP settlement processes
- Developed business processes for revenue management, distribution, sales and marketing areas

Sabre Holdings - Travel Network and Airline Solutions**1989-2009*****Director, Airline Portfolio Marketing******(2007-2009)***

- Led highly motivated, achievement-oriented global marketing team to execute sales and marketing programs, product development and project management duties
- Created centralized technical sales support, product advertising and promotion; and multiple channel market requirements for the Sabre Airline Solutions portfolio
- Directed managers and contributors in brand and pipeline building marketing activities on a global basis through management of marketing representatives in Singapore, London, Beirut and Dallas
- Launched new services marketing initiative (Service 360°), community practices (Sabre Community Portal), and portfolio governance processes and guidelines
- Guided the development and project launch of the online Sabre Community Portal as an industry-leading differentiation point for customer interaction and involvement
- Supported the strategic marketing communications schedule to synchronize with corporate communications, product marketing and brand management
- Assessed existing and potential markets, crafted product life cycle planning, coordinated technical product development efforts, developed solution strategies and product planning roadmaps

Managing Director, Airline Sales and Distribution***(2000-2007)***

- Managed overall travel distribution sales and services relationship with airline accounts including American Airlines, United Airlines, US Airways, Northwest, Southwest, Alaska, American Trans Air, Hawaiian, and AirTran Airways
- Secured major industry-leading content acquisition from major North American Airlines resulting in guaranteed revenues of more than \$650 million over five years
- Closed more than \$10 million in new airline distribution sales annually and led performance of all domestic and international sales teams
- Motivated sales team responsible for marketing and sales of new distribution products and services to key airline customers
- Facilitated industry-leading content and web fare parity initiative through launch of industry changing full content agreements

Project Management Office (Y2K) Program Manager***(1998-2000)***

- Provided overall strategic guidance, administrative and personnel management of the Sabre Y2K Program Office and organizational team with more than 160 employees
- Managed project implementation, organizational coordination and communications for assessment and compliance of all Sabre hardware, software and facilities
- Ensured compliance of 60,000 travel agencies and all corporate locations worldwide

Solution Architect/Manager, Core Sabre Products

(1989-1998)

- Conceived and executed the business planning and technical product development of Electronic Ticketing from initial industry concept; coordinated strategic deployment of multi-departmental team supporting airline and subscriber electronic ticketing implementations globally
- Managed extensive cross-functional development team representing key functional areas including schedules, inventory, ticketing, and network migration
- Defined national and international industry standards for Electronic Ticketing functionality and implementation strategies through leadership in industry forums
- Managed the global Printer Product line including tactical management of existing print technologies
- Introduced business planning and positioning of innovative print technologies in conjunction with strategic partner vendors resulting in \$5 million annual savings

EDUCATION

University of North Texas

Denton, TX

- M.B.A., Business Administration and Marketing.

Western Kentucky University

Bowling Green, KY

- B.A., Political Science and Public Relations.

INDUSTRY RECOGNITION AND CERTIFICATIONS

- Recognized industry leadership through election to Computerized Airline Sales & Marketing Association (CASMA) Board of Directors (2001-2008) by industry peers Served as CASMA President 2006-2008; Vice President 2004-2006; Secretary 2002-2004; Treasurer 2010-2014

Developed and hosted industry conferences around the globe for a non-profit organization. Led volunteer Board of Directors and staff to craft agenda, recruit speakers, keynotes and develop training curriculum relevant to industry participants. Focused on continuing education and networking to foster relationships within the travel, technology, ecommerce and marketing intersections of industry.

- Received Certified Travel Industry Executive (CTIE) certification from The Travel Institute
- Providing industry expertise and consulting sessions to financial advisers, investment analysts and other industry participants through Gehrson Lehman Group Research, Cognolink/Greentree, Coleman Research and Ridgetop Research: 2008-present
- University of Alabama Early College Advisory Council 2017-2018
- University of the South – Babson Center for Global Commerce Advisory 2015—2018
- **Adjunct Professor – Brookhaven College** Farmers Branch, TX
 - Principles of Management, Principles of Selling, Customer Relationship Management