



## Howard Kress

Principal Consultant

**Howard Kress'** consulting career specializes in travel distribution strategy including: online travel distribution, eCommerce strategy, multi-national travel agency management, airline marketing, airline distribution & operations technology as well as GDS operations and functionality.

### **Representative Relevant Experience:**

**Integrated Business Strategy:** Part of a team that developed an integrated business strategy for a Mid-East based, multi-national travel agency. This strategy includes process reengineering, technology needs identification, market strategies for each business segment and organizational restructuring.

**Tactical Negotiations:** Directed and took the lead role for GDS participation on behalf of airline clients in the U.S. and Latin America. Successfully negotiated participation agreements with all major global GDS companies that resulted in multi-million dollar savings involving unique solutions for mid-sized airlines that heretofore were not able to gain discounts on their own.

**Travel Distribution Strategy and Pricing:** Part of a team that developed and implemented an integrated distribution strategy for a major Central American airline which resulted in a multi-million dollar reduction in distribution expenses. Identified points of leverage in GDS rate negotiations for a major North American car rental company, identifying opportunities for significant cost reductions.

**GDS and Airline Sales:** Directed the sales and customer service organization for Galileo America's Apollo organization during a period in which both US Airways and United Airlines supplemented Apollo's own sales force. Apollo won unprecedented market share as a result of the coordination of efforts between three organizations of which two were fierce competitors.

### **Background:**

Mr. Kress has a 35 year career in a wide spectrum of travel industry segments that include airlines, GDS companies, multi-national travel agencies and eCommerce companies. This includes officer and senior level positions at United Airlines, Carlson Wagonlit, Galileo/Apollo, SatoTravel, Worldspan and Travelport in the U.S. and abroad. Mr. Kress was responsible for the airline technology business relationship between Delta Airlines and Travelport and led the effort to transition Delta's internal reservations and operations system to a state-of-the art, modern platform. Mr. Kress was vice-president of the emerging eCommerce business at Worldspan and successfully governed the segment's exponential growth and eventual representation of greater than 1/3 of company distribution revenues.

**Education:** MBA: Northwestern University; AB: University of Michigan