

ANNA LOPEZ

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DIRECTOR OF PROGRAMMING & OPERATIONS

Results-oriented professional with a proven track record of increasing efficiencies and productivity, planning and implementing strategic initiatives, and effectively collaborating with cross-functional teams. Uniquely qualified with extensive program management and technical experience complemented by strong business acumen.

SIGNATURE SKILLS

Project Management, Workflow Organization, Strategic Planning, Revenue Management, Research & Analysis, Business to Business Account Management, Vendor Management, Customer Service, Change Management, Performance Metrics

PROFESSIONAL EXPERIENCE

PRICELINE.COM | 2014 – Present



SENIOR MANAGER, OPERATIONS

Oversee systems and operational initiatives and manage 2 senior-level managers, 2 analysts, and multiple contractors. Serve as liaison between developers and vendors and provide technical expertise to business components in progress or in need of improvements.

- ▶ Spearheaded Express Deals project, a web marketing project focused on generating higher SEO optimization for specific sales. Increased sales visibility by 130%.
- ▶ Directed internal commission audit and assessment. Met with team leaders to assess current processes, and collaborated and developed unified reporting and validation system. Saved company millions of dollars and created an efficient and uniform system.
- ▶ Ensured processes and protocols for commission management to maintain accuracy, consistent system operation and function, and revenue maximization.

VIRGIN AMERICA AIRLINES | 2011 – 2014



ASSOCIATE MANAGER OF OPERATIONS

Served as project manager and used technical and analytical expertise to contribute to the development of technical solutions. Notable projects include work with Kayak.com, JetBlue, and WestJet.

- ▶ Collaborated on the technical logistics of an innovative sales concept, PlusGrade, allowing customers to bid on upgraded seats. Developed and implemented technical plan for the new system.
- ▶ Designed technical solutions, in collaboration with Farelogix, to implement Kayak direct booking on Kayak website.
- ▶ Implemented Mexico's CFDI e-invoicing requirements.
- ▶ Created post-SABRE reporting for multiple business units with Diio: airport, revenue management, sales and planning, and marketing.

ASSOCIATE DIRECTOR, CORPORATE STRATEGY

Directed corporate strategy initiatives and teams. Managed multiple and diverse projects simultaneously and supervised direct report and 75 indirect reports. In addition to the senior leadership responsibilities, continued role as Business/Systems Analyst for various existing projects.

- ▶ Managed business continuity project. Coordinated complex deliverables of first phase. Partnered with NASA Ames Research facility to house backup facility and equipment and developed corresponding operational protocols.
- ▶ Cultivated strong partnerships and collaborations with Hawaiian, Singapore, and Emirates Airlines. Resulted in multimillion-dollar revenue increase annually.
- ▶ Worked with industry leaders, like Salesforce.com and Appirio, to implement new systems, like social intranet and Work.com, and corresponding processes to drive efficiency and productivity.
- ▶ Managed track charters from inception to first flights—net gain over \$4M in revenue for 2013.
- ▶ Launched second company call center in Dallas to handle reservations and customer service issues.
- ▶ Scoped ancillary revenue projects that developed additional income streams and increased profits.

BUSINESS SYSTEMS ANALYST

Led and collaborated on business-impacting projects and programs, specifically focusing on the business application systems.

- ▶ Spearheaded the systems migration from the iFly to SABRE reservation system, including overseeing the migration of data and corresponding data audit, as well as systems troubleshooting.
- ▶ Key subject matter expert for purchased SABRE products, including travel bank, CI, CDD, and customer profile data.
- ▶ Led the improvement of the company's customer loyalty programs, in an effort to increase revenues, improve processes, and engage customers.
- ▶ Trained call center and social media teams on production processes, product information, and functionality.



FARELOGIX | 2010 – 2011

PRODUCT DEFINITION, AIRLINE PRODUCT

Account Manager and Customer Liaison for a comprehensive airline distribution technology platform. Oversaw customer product launches throughout entire life cycle, from promotion to production. Identified client requirements, business needs, and project objectives, via feedback sessions and client meetings. Worked with industry leaders such as AirTran Airways, American Airlines, and Air Canada on merchandising initiatives.

- ▶ Implemented AirTran Airways through FLX platform on several different channels, including corporate (Concur), vacation (AirTran Vacations), and mobile (Mobiata).
- ▶ Launched AirTran seats for purchase platform via their three channels—Concur, Mobiata, and their Vacation software—that resulted in each seat being assigned a revenue category.
- ▶ Pioneered Pay for Seats initiative onto FLX platform for American Airlines, which served as the first EMD issued via ARC.



AIRTRAN AIRWAYS | 2008 – 2010

SENIOR PRICING ANALYST, REVENUE MANAGEMENT

Drove effective pricing and margin management strategies across AirTran Airways, specifically focusing on maximizing system revenue. Oversaw the second most competitive market in the industry, which required high-level reporting and complex pricing strategies. Additionally, developed e-mail and Internet fare sale promotions.

- ▶ Monitored trends in competitor pricing activity through ATPCO and internal database systems. Reported on special sale fares advertised through social media and other online platforms.
- ▶ Assessed competitors' pricing activity and reacted with comparable or more cost-effective offers to engage customers. Researched all aspects of competitors' financial and business plans, including pricing strategies, booked and flown data, and fare rules.
- ▶ Collaborated with revenue management and network planning departments to enhance pricing decisions.

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION - FINANCE | Western State University