

Global Distribution Strategies

Monday, July 28

9:45am – 11:00am

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NATIONAL BUSINESS
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Connecting the Business Travel World

40th Anniversary

1968 – 2008

Moderator:

Timothy O'Neil-Dunne, Managing Partner, T2Impact Ltd.

Panelists:

Mark Bergsrud, Senior Vice President, Marketing & Distribution,
Continental Airlines

Jim Davidson, President and CEO, Farelogix

Chris Kroeger, Senior Vice President, GetThere & Sabre Travel Network

Sue Powers, Chief Information Officer, Travelport

Dean Sivley, Chief Operating Officer, Orbitz

Bala Subramanian, Senior Vice President, Global Distribution Services,
Hilton Hotels Corporation



Thank you for your participation!

So that we may serve you better...
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on your way out.

We look forward to welcoming you back next year!

San Diego, CA * August 23-26, 2009



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Moderator:

Timothy O Neil-Dunne, T2s Managing Partner, serves as the lead for the Airline, Aviation and Airport Practice. Timothy has worked in aviation and travel distribution for more 30 years, including time with Worldspan and Microsoft/Expedia before founding T2Impact in 1998. He leads the group's efforts in the international arena, providing e-commerce services to travel and technology clients, and others involved in transaction processing oriented e-businesses. Timothy was a founding management team member of the Expedia team where he headed the Ground Transportation and International portfolios. He was formerly Head of Technology for Worldspan where he managed all of the International Technology Services from product to infrastructure. Mr. ONeil-Dunne is a published authority on Global Travel Distribution, a respected travel industry commentator, frequently writing in trade and consumer publications, and speaking at conferences worldwide. He is a permanent advisor to the World Economic Forum.



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Mark Bergsrud is Senior Vice President of Marketing Programs and Distribution for Continental Airlines, Inc. He is responsible for the company's advertising, electronic and direct marketing, product planning, customer information, loyalty program development and distribution planning. Bergsrud joined Continental Airlines in 1994 as director of Schedule Planning and was promoted to Staff Vice President of Long-Range Planning in January 1997. He holds a bachelor's degree in political science from Augustana College in Sioux Falls, South Dakota and a Master of Public Administration degree from Syracuse University. He resides in Houston with his wife and two children.



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James Davidson, President and Chief Executive Office of Farelogix has transformed the company's vision and product offerings to focus on the broader opportunities within travel distribution technology. He leads a highly talented and motivated team of industry and technology professionals, and brings a diverse range of experience to Farelogix. Prior to Farelogix, he was president and CEO of NTE, an internet-based supply chain technology company focused on transportation pricing and transaction engines for shippers and carriers, with customers that included Target, Hallmark, and Sara Lee Bakery Group. Before NTE, Jim was president and CEO of Amadeus Global Travel, North America, head of sales and marketing at System One, and Vice President of Marketing at Reed Travel Group/OAG. Jim holds an undergraduate degree in Business Management, a Masters of Science in Education, and an MBA.



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Chris Kroeger is the Senior Vice President for GetThere and Sabre Travel Network in North America. Chris is responsible for sales, account management, and customer service. Mr. Kroeger also oversees GetThere, the corporate travel industry's leading global online travel procurement solution. Kroeger started with Sabre 20 years ago in market research and held subsequent positions in product marketing, sales planning, and regional sales. Kroeger serves on the ASTA Allied Marketing Council and on the NBTA Allied Leadership Council. He recently served as Chairperson for Sabre Holding's annual GiveTogether volunteer and charity fundraising campaign. He earned both bachelor and master of business administration degrees from the University of Texas at Austin.



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Sue Powers is Chief Information Officer (CIO) of Travelport GDS, overseeing the global product and application development organizations and initiatives of the Worldspan, Apollo and Galileo GDS systems and Airline Services. Sue has also served as a marketing and systems executive for other global companies in the travel and transportation industries, including Northwest Airlines. Sue received a Bachelor of Science in Mathematics from Southern Illinois University and an MBA from Northern Illinois University. In 2006, the Georgia CIO Leadership Association (GCLA) awarded its top honor to Sue, the Global CIO of the Year Award. In 2003, The American Business Awards selected Sue as Best Product Development or Engineering Executive. Also in 2003, the Technology Association of Georgia named her Woman of the Year in Technology, and she was named one of the 100 Most Powerful Women in Travel by Travel Agent Magazine, making her a seven-time recipient of this honor. Travel Agent also named Sue to its People of the Year Winner's Circle in 1994 and 2000. Sue is a member of the CIO Magazine Advisory Board



Dean Sivley serves as Senior Vice President and Chief Operating Officer of Orbitz for Business and Alliance Marketing which includes partner marketing, private label and Away.com business units. Mr. Sivley joined Travelport for Business in August 2004. Prior to joining Travelport, his in-depth travel industry experience includes serving as CEO of Atlas Travel Technologies and VP of Marketing and CIO of Rosenbluth International. He was the chief strategy officer at Neon Systems and VerticalNet Inc, where he oversaw the development of the technology infrastructure and eCommerce transaction strategy. Mr. Sivley earned a B.S. in Accounting and Management Information Systems from the University of Wisconsin-Parkside and an M.B.A. from Columbia University



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Bala Subramanian is the Senior Vice President for Global Distribution Services, Hilton Hotels Corporation, Beverly Hills. Bala provides overall leadership for Hilton's distribution strategy driving profitable revenues for nine industry leading hotel brands with annual revenues exceeding \$21 billion. Prior to this, Bala was Corporate Vice President for Customer Information Services for Harrah's Entertainment, Inc. He got his start in hospitality with Holiday Inns as Manager of Reservations in 1978. Bala received his Undergraduate in Engineering from Indian Institute of Technology and Graduate in Business from University of Minnesota



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