

# JoAnne Ford

## Summary of Qualifications

- Twelve years in travel industry at executive level – 30 years overall
- Nine years as owner of travel management company
- Received various awards for excellent in business development
- Established business relationships with key travel industry suppliers
- Self-starter and highly motivated

## Experience

### **2008-2019** **Travelink/American Express** **Semi-Retired**

- Handle annual incentive trip for 25-30 participants with a budget of \$170,000-\$200,000 to Europe which included selection, preparation and escorting. In addition, handle 20 participant annual incentive group with budget of \$80,000 for USA travel.

### **2002-2008** **Travelink/American Express** **Executive Vice President – Corporate Sales**

- Member of leadership group responsible for setting policies and procedures for \$65M travel management company
- Establish annual sales goal for department with new business accounts as well as maintaining current business accounts
- Recruit, train and manage staff in business account sales and account management
- Develop annual department and individuals goals for sales account management
- Committed to providing a “value added” benefit for business accounts
- Oversee account management staff with resolution of customer issues, taking over resolution as necessary
- Look for opportunities to cross sell other services/products of Travelink and oversee that these opportunities are followed through
- Present and monitor any new programs developed by American Express Rep Network for enhancing business opportunities
- Stay abreast of industry information and/or products as it relates to business travel

**1993-2002** **Elite Travel Management**  
**(Sold to Travelink/American Express in August 2002)**  
**Chief Executive Officer and Owner**

- Responsible for the leadership and daily management of new travel management company
- Responsible for all areas of business including operations, finance, sales and account services
- Grew travel management company to over \$10M in annual sales
- Received Future 50 Award from Nashville Chamber of Commerce in 1996 and 1997
- Received award for “25 Fastest Growing Companies” in 1996 and 1997 from Business Nashville
- Finalist for Small Business of the Year in 1997-1998 from Nashville Business Journal
- Finalist for 1998 Business Woman of the Year from National Association of Women Business Owners
- Oversaw a staff of 20+ employees at four physical locations as well as an on-site business account location
- Developed “best practice” procedures for maintaining long term relationship with business accounts
- Developed long term relationships with travel suppliers (airline-hotel-car rental) for the benefit of both agency and business accounts

**1990-1993** **BNA Travel**  
**Sales Manager**

**1989-1990** **Travel Agents International**  
**Independent Contractor – Corporate Sales**

**1981-1989** **Harris/Lanier Corporation**  
**Technical Training and Support Manager**

**1978-1981** **United Cities Gas Company**  
**Administrative Assistant-Vice President and Controller**

**1976-1978** **Arthur Andersen & Co.**  
**Administrative Assistant-Tax Partner**

**1973-1976** **Maremont Corporation**  
**Administrative Assistant-Vice President-Sales**

**1967-1971** **Genesco, Inc.**  
**Administrative Assistant-President-Vogue Shoes**