

DAVE RYAN, CTC

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Travel Industry Sales Manager

TOUR OPERATORS • LEADERSHIP • AIRLINES

SUMMARY OF QUALIFICATIONS

- Results driven and highly respected travel industry veteran that has adopted a collaborative team work approach, along with best practices to achieve highest possible revenue growth..
 - Excellent industry relationships with all top producing travel agencies in multi-state territory
 - Managed all aspects of marketing co-op and T & E budgets in a multi-state territory
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SELECTED ACCOMPLISHMENTS

- Grew revenue in territory from \$8 million to \$20 million plus while reducing marketing and T & E expenses by 40% with Classic Vacations.
 - Onboarded several new clients from competitors and turned them into \$2 million + accounts
 - Helped to manage and grow company Facebook Group page from 0 to over 10,000
 - Grew group business from \$100,000 in 2011 to over \$5 million in 2019.
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PROFESSIONAL EXPERIENCE

Strategic Account Manager

Classic Vacations

August 2007 – April 2020

Sacramento, CA

Classic Vacations is a wholly owned subsidiary of Expedia focusing on luxury travel worldwide distributing primarily through the travel agency network.

- Managed multi-state territory of travel agency accounts which produced revenue of \$20 million +
- Grew territory sales from \$8 million to over \$20 million
- Increased group sales from \$100,000 annually to over \$5 million
- Managed co-op marketing budgets and T & E budgets and reduced both by 40% + over the last 4 years

Business Development Manager

Globus and Cosmos

November 2003 – August 2007

Sacramento, CA

Globus and Cosmos is a leading tour operator offering escorted motorcoach and independent vacations worldwide.

- Achieved double digit revenue growth in each year from 2003-2006. .
- Worked closely with consortia partners to increase market share and account penetration
- Planned and executed multiple agency familiarization trips annually

Regional Sales Manager

Trafalgar Tours

January 2001 – November 2003

Sacramento, CA

Trafalgar Tours is a leading operator of escorted vacations throughout the world and a part of the Travel Corporation.

- Achieved 20% growth at AAA Travel locations throughout Northern California
- Planned and executed consumer travel events several times monthly with key accounts
- Achieved market share shift with key Signature and Ensemble agencies in Northern California

Regional Sales Director

Sunmakers / Maupintour / Lowestfare.com

July 1996 – January 2001
Los Angeles, CA

Sunmakers was a Seattle based tour operator with vacation product worldwide. Maupintour operated escorted motorcoach tours worldwide, Lowestfare.com was TWA discounted airfare program

- Achieved double digit revenue growth for all 3 companies each year.
- Implemented all aspects of TWA airfare program from contracting to travel agency implementation.
- Achieved significant market share shift with Sunmakers product in key agencies in San Fernando Valley

INDUSTRY LEADERSHIP ROLES & AWARDS

Currently serving as President of Skål USA 2020
Vice-President Membership Skål USA 2018-2019
Regional Vice-President Skål USA 2015-2017
President Skål Sacramento 2005/2008/2009
Voted Favorite Tour Operator BDM Travel Age West Wave Awards 2014
Regional Sales Director of the Year 2000 – Lowestfare.com / Maupintour

TECHNICAL SKILLS

Microsoft Office Suite, Concur, Workday, Tableau, Zoom and most other technical skills

EDUCATION

University of San Diego
San Diego, CA
Bachelor of Business Administration, BBA

Florida Atlantic University
Boca Raton, FL
Hospitality & Tourism Management Certification