

Lorene Sartan
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PROFESSIONAL EXPERIENCE

SITA, Atlanta, GA **2016 – Current**
Sr. Business Manager – Customer Applications and Passenger Solutions – Airlines & Airports

- Triage for technical escalations and support SITA Applications and Services, 476+ Airlines and Ground Handlers, Horizon Administrator for all SITA Customers. Utilize ServiceNow/Service Gateway system to manage Enterprise.
- ITIL Service Management Certification in managing Incidents, Customer Requests, Calls, and Escalations for 24 X 7 SITA Customer Service Centers around the world.
- Support special projects and management reports for PSS Group – created the PSS marketing video for GO PSS. Develop marketing strategies and Company awareness plans for PSS.

Business Consultant – Product Manager - Mobile/eCommerce (iTravel Product / SITA eCommerce)

- Developed strategies for e-Commerce sales, Mobile Product Management, Ancillary Revenue, and Product Development and Design / Use Cases / Requirements Analysis for mobile and eCommerce products.
- Develop strategic yearly Roadmap for eCommerce Products (iTravel, Mobile, Airline Requirements, etc.).
- Work with Project teams on-boarding new Airline Customers for training and implementation of SITA eCommerce platform and other SITA applications.
- Work with development teams, QA, and third-party Support Teams for eCommerce applications development and support for SEC, Mobile Native Apps, and HTML5 in Agile development environment and JIRA technical support.

The Travel Shop / TraveltoTurkeyNow.com **2015 – 2016**
Director Client Services and Business Development / Product Manager

- Developed Marketing Strategies, tours and packages/business development and sales for Turkish Airlines launching in Atlanta in 2016. Primary Agency/Consolidator for Turkish Airlines in Atlanta, GA. Worked with Turkish Consulate General in Miami, FL. Marketing and promoting tours to Turkey.
- Technical consultant for agency/airline booking, ticketing, main point of customer contact and escalation of issues, strategy planning, customer/client solutions. Managed SEO, Analytics, Web-site design and content management, and eCommerce online Sales.

Travelport, Atlanta, GA **2013 – 2015**
Sr. Product Manager - Travelport Juice Labs –R&D Innovations Labs - UX/CX Design

- Utilized Agile methodology, JIRA manger, business requirements, RFPs, contracts, SLAs.
- Facilitated and coordinate internal and external workshops and other innovation-related industry events such as employee webinars, customer forums, and employee engagement programs.
- Applied user/customer-centric design and travel technology skills to deliver highly-engaging travel solutions, innovative new products and services, and content for subscribers, airlines, third-party travel suppliers, and end-user travelers. Worked with TPF developers, Edifact, EMC, SMI/DIR messaging products and BI processes.
- Used strong communication and people skills to assess needs, facilitate discussions, and create deliverables as needed to bridge gaps in understanding, meet expectations, and deliver new products and services.

AirTran/Southwest Airlines, Atlanta, GA **2012 – 2013**
Sr. Manager / Sr. Business Analyst

- Integrated various AirTran Airways programs/initiatives, technical applications, networks, and systems into the Southwest Airlines processes while maintaining current AirTran operations and addressing technical issues and differences. Utilized RUP methodology, Business/Use cases, TPF, Navitaire reservations system.
- Worked with business users and developers in the general requirements, design, and development of solutions for AirTran.com, Rapid Rewards Programs, and other Marketing, merchandising and business initiatives.
- Created Project Plans, budgets, and managed major implementations, resource allocations, BA Team assignments, and general Management reports for FL and WN Management.
- Created dashboards, management reports, PMO project tracking, and assignments in SharePoint

Loylogic, Inc. North America, Atlanta, GA (Zurich, Switzerland)

2011 – 2012

Product Marketing Manager for Large Scale Project Implementations and VIP Clients – Online Airline Markets

- Implemented major marketing and merchandising EarnMall and EarnShop Applications for Delta Air Lines for Latin America and Canada SkyMiles Loyalty Programs.
- Directed Project IT Team and business to implement largest airline BurnShop, Auction processing, loyalty programs with United Airlines (MileagePlus), and IHG Hotels (Priority Club), Hilton HHonors, etc. Loyalty Programs and new product-PointsPay for exchanging miles and points for cash or credit card value for shopping.
- Managed all aspects of digital marketing / ecommerce from client facing to technical implementation and roll-out to post-launch maintenance and evaluation. Implemented CMMI processes in PMO.

Delta Air Lines, Atlanta, GA

2010 – 2011

Sr. Project Manager – eCommerce (Merchandising & Media Platform)

- Project Manager over project for re-platforming Merchandising and Media Platforms for delta.com/ rich content management and digital re-branding of Delta Air Lines.
- Managed Vendor RFPs, Project Status Meetings, Project Plans/Budgets, Business Analysts and developers for the project team. Gathered business requirements, developed project timeline and budget.
- Communicated and balanced IT with Business, resources and project budget and met GPS 3 requirements for the PMO Office.
- Worked with Marketing and Business groups within Delta to meet their merchandising and media requirements in the digital redesign of Delta.com, and negotiated the final third-party MSA for development work for their booking and search engine.

nPorta, Inc., Atlanta, GA - Travel Technology Software Development Co.

2001 – 2010

VP Business Development / Director Client Services / Product Development Manager – IBE Manager

- Revitalized a stagnating venture-backed travel software company restoring profitability and continued revenue growth. Sold web-based booking engine software and services. Increased Customer base from 5 clients to over 2500 in 2 years. Developed and implemented successful Affiliate Programs (Partnered with Worldspan to deliver IBE to Travel Agencies that needed an eCommerce booking engine).
- Managed customer activities associated with multi-Million Dollar accounts, strategic planning, contract negotiations, SLAs, and business relationships.
- Formulated the advertising and marketing strategies, development of product roadmaps, which spanned across the full TravelASP product/portfolio (Cheap Seats/One Travel/The Travel Outlet/ Internet Agency Marketing - I.A.M. Travel Online). Managed Worldspan VIP clients and implemented booking engines/travel websites.
- Developed supplier and subscriber product strategies, engaging directly in sales and commercial discussions with suppliers and subscribers; Developed forecasts, pricing, cost assessment, profitability, legal requirements, and marketing for all company products and services, SEO strategies.
- Managed team of sales account managers, web designers, and software programmers; managed marketing campaigns and developed collateral materials (print and media).
- Enabled management of major projects by providing IT Project Management for implementation of TravelASP products, software development, web services, web design, and Internet Booking Engine applications. Managed entire TravelASP Product Portfolio for nPorta and One Travel/Cheap Seats.

Worldspan, Atlanta, GA

1992 - 2001

Strategic Airline Account Manager / IBE and e-Commerce Account Manager, Product Marketing & Development

- Managed Northwest Airlines in Airline Hosting and Sales as National Strategic Account Manager, airline product and business development.
- Implemented Expedia Products 1995-1999 on initial launches of Expedia online worldwide as Product Manager. Expedia and SMI Messaging Sr. Product Specialist.
- Provided analysis of product and business requirements and developed a sales and marketing strategy and brand development that directly increased the Global Distribution
- Successfully prepared product plans. Internet eCommerce strategies, product initiatives, business cases, definition documents, and technical sales support for Corporate and Consumer marketing and sales initiatives to increase customer base and market share.
- More than 15 yrs. experience working with airline and agency reservations systems, ticketing, EMDs, Edifac and back office systems, as well as airline productivity and BI reports.
- Led project teams through project tasks. Detail-oriented, delivery-focused and able to motivate teams.
- Used SDLC methodologies such as Waterfall and Agile. (SharePoint, JIRA, MS Project 10, Excel, etc.).

- Acted as key subject matter expert for the development of core Airline and Travel Reservation Call Center and Consumer User Interfaces. (NWA and AirTran/Southwest).
- Worked with various internal groups with IATA to standardize electronic documenting ancillary revenues for sales and transactions between airlines and passengers besides electronic e-Ticketing. (Worldspan, Travelport, NWA, SITA, etc.).

Airline Experience: Northwest Airlines, Atlanta, Detroit, and Los Angeles, - *Director Reservations Operations (1986-2001) / Southern Airways, Republic Airlines (1976-1986)*

EDUCATION:

- Kennesaw State University Internet Professional (KIP), Kennesaw, GA - College of Professional Development / CX/UX Web Design and Programming / Internet Marketing and Merchandising / SEO / New Media / eCommerce / international digital marketing / Java, JS, HTML, CSS, XML
- Master's Degree, Information Technology, The George Washington University, Washington, DC, Technology Leadership / Education - HRD, (Software Development, Computer Information Systems, Technology)
- Mid-Management Certification, Dupree College of Business, Georgia Institute of Technology, Atlanta, GA (International Business Development and ecommerce focus Sales and Marketing / Project Management Professional)
- B.A. Degree, Education, Georgia State University, Atlanta, GA

CERTIFICATIONS AND TRAINING:

- **ITIL Certification 2018** in IT Service Management
- SKAL International President of Atlanta SKAL and Senior SKAL USA Representative (15 years) – Serve as Executive Board Member (Airline Management non-profit international organization)
- Ken Blanchard Institute, San Diego, CA – Total Quality Management and Strategic Planning / Training for the Malcolm Baldrige National Quality Awards Georgia Tech School of Computing, Atlanta, GA - Project Management Methodology, PMI Standards, Organizational Development, Software Engineering Courses
- Web Certification Program at Southern Polytechnic State University, Marietta, GA - Fundamentals of Web Site Technology and Design
- Madonna College, Southfield, MI – Marketing / Organizational Effectiveness (2 yrs.)
- Fluency in HTML, XML, Java Script, CSS, SQL and relational databases, Dreamweaver, graphics tools, Photoshop, Illustrator, Flash, Web Design, Authorware, Langevin, Excel, Access, and MS Project 2010, JIRA, SharePoint, JIRA, Agile, and Waterfall methodology.