

Robert Cole

Product Development & Information Technology

Accomplishments and Experience



RockCheetah

Product Development & Information Technology



RockCheetah

A Proven Track Record for:

- ◆ Improving Operational Processes and Creating Efficiencies
- ◆ Identifying Strategic Technical Solutions and Alternatives
- ◆ Implementing Solutions On Time and On Budget
- ◆ Applying New Technologies While Mitigating Risk
- ◆ Adopting Best Practices and Defining Industry Standards
- ◆ Prioritizing Projects to Generate Maximum Impact
- ◆ Securely Capturing and Warehousing Critical Information
- ◆ Building and Leading Strong, High Performance Teams
- ◆ Collaboration with Corporate, Regional & Local Management
- ◆ Operational Experience in Marketing, Finance, Rooms, F&B



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RockCheetah LLC

- ◆ Fully Integrated Website Design, Platform & Business Process Upgrade
 - Transformed Underperforming Website – 60 Days Leads > Previous 18 Months
- ◆ Cross-Channel Integration of Web, Salesforce Automation & Offline Leads
 - Identified & Implemented Solutions to Align Website, Direct Sales & Telesales
- ◆ Integrated Dynamic Packaging Platform Strategy
 - Vetted Technology & Fulfillment Processes for Major Global Hotel Group
- ◆ Travel Industry Product Planning for Semantic Search Based Technology
 - Performed Needs Analysis to Create Primary & Secondary Product Initiatives

The Mark Travel Corporation (La Macchia Enterprises)



RockCheetah

- ◆ Integrated Dynamic/Hosted Product Sourcing (*Industry Innovation*)
 - ◆ Enabled Broadest Supplier Inventory Availability at Best Available Price
- ◆ Aligned Marketing & Technical Product Teams
 - ◆ Formalized Product Development Cycle and Fundamental Processes
- ◆ Updated Structure for Business & Functional Requirements
 - ◆ Incorporated Benchmarks & Milestones for Progress Evaluation
- ◆ Developed Comprehensive User Acceptance Testing Regimen
 - ◆ Incorporated Full Technology Partner End to End Testing
- ◆ Reorganized Supplier Product Management Structure
 - ◆ Isolated Electronic Distribution, Image Processing & Car Verticals
- ◆ Identified Industry Best Practices & Created Packaging Product Roadmap
 - ◆ Developed Plan to Close Functional Performance Gaps with Online Travel Sites

Neat Group (Cendant Travel Distribution Services)



RockCheetah

- ◆ Trigger-based Dynamic Packaging System (*Industry Innovation*)
 - ◆ Enabled Rules-based, Fully Yieldable, Real-time Integration of Air, Hotel & Car Components into Dynamically Priced Travel Packages
- ◆ Geo-centric Destination Resolution (*Industry Innovation*)
 - ◆ Incorporated Flexible Prioritized Radial & Polygonal Parameters
- ◆ Interactive Total Pricing Calculations (*Industry Innovation*)
 - ◆ Real-time Tax Extraction and Calculation from Message Stream
- ◆ Automated Synchronization of Hotel Content (*Industry Innovation*)
 - ◆ Nightly Updates Enabled Consistent Promotion of All Property Content
- ◆ Voucherless, Price Inclusive Merchant Car Rental (*Industry Innovation*)
 - ◆ Transacted Fully Pre-paid, Tax/Fee Inclusive, and Paperless Car Rentals
- ◆ Cendant Global Hotel Merchant Strategy (Corporate Initiative)
 - ◆ Responsible for Technology Roadmap, Platform and Integration Strategy
- ◆ Data Warehouse (Business Unit Project)
 - ◆ Contained All Search / Booking Statistics for Operational & CRM Analysis



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Budget Group

- ◆ Internet Application Server Enabling Direct Booking (*Industry Innovation*)
 - Priceline.com Direct Interface Enabled Car “Add-ons” to Air Bookings
 - Southwest Airlines Interface Allowed Integrated Car Rental in Air Path
 - EuropCar Interface Enabled Sales through Localized Gateway Sites
- ◆ Launch of Fully Functional Global Car Web Site (*Industry Innovation*)
 - Implemented Booking Engine Enhancements for Internationalization, Total Pricing and Display of Full Product-line Availability
- ◆ Management of Technology Outsourcing Relationships
 - Computer Sciences Corporation – System Development & Maintenance
 - iXL – Web Site Development
 - Wizcom – Central Reservation System Technology
- ◆ Oversight of Global Distribution Systems
 - Negotiated Agreements and Managed Relationships with all GDS Groups



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Sabre Group

- ◆ New Graphical User Interface Development (*Industry Innovation*)
 - ◆ Consumer Platform – Launched Travelocity Hotel Booking
 - ◆ Corporate Platform – Launched Business Travel Solutions Hotel Booking
 - ◆ Agency Platform – Launched Planet Sabre Hotel Booking
- ◆ Interfacing of International Joint Ventures
 - ◆ Implemented JAL/Axess Hotel Processing on Sabre Messaging Platform
 - ◆ Transitioned Abacus Hotel Processing from Worldspan to Sabre Platform
- ◆ Re-architecture of System to Address Hotel Needs (*Industry Innovation*)
 - ◆ Expanded Booking Record to Enable Storage of Hotel Specific Data
- ◆ Competitive Performance Benchmarking System (*Industry Innovation*)
 - ◆ Designed and Created Hoteligence for Competitive Set Market Analysis
- ◆ Context-Sensitive Point of Sale Advertising (*Industry Innovation*)
 - ◆ Sponsored PromoSpots - Enabling Highly Targeted Advertising Platform
- ◆ Automation of Low Cost / Basic Connectivity (*Industry Innovation*)
 - ◆ Direct Request Process Integrated Facsimile and IVR Technologies



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Anasazi Travel Resources

- ◆ Migrated Reservation System Platform with No Down Time
 - Transitioned 170+ hotels to Anasazi Platform with Knife-edge Cutover
- ◆ Integrated Direct Mail/Telemarketing CRM System (*Industry Innovation*)
 - Developed CRM System for Ongoing, Multi-faceted Account Contact
- ◆ Launched First Interactive Booking Web Site for Hotel Rep Company
 - First Representation Firm with Full Booking and Descriptive Content
- ◆ Integrated Billing System for Recurring and Transactional Fees
 - Designed and Created Invoicing System Tracking Representation, Reservation, and Marketing Services for 650 Independent Properties
- ◆ Integrated Prospect Tracking / Contract Management Process
 - Business Development System Flagged Key Trace and Renewal Dates
- ◆ Network Administration / E-mail
 - Architected and Oversaw Deployment and Management of Early Internet E-mail and Remote Access Central Shared File Server Environment



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Journey's End Corporation

- ◆ Specified & Implemented New Central Reservations Booking Platform
 - Substantially Improved Transaction Capacity & Reduced Handle Times
- ◆ Launched New Central Reservations Telephony Platform
 - Eliminated Blocked Calls through Enhanced Queuing & Productivity Tracking
- ◆ Frequent Guest Program Platform
 - Launched CRM Platform to Track Member Productivity & Recognition
- ◆ Guest Comment Card Management System (*Industry Innovation*)
 - Centralized Operations for Personalized Letter to 100% of Respondents
- ◆ Streamlined Property Reservation Delivery
 - Applied Sequential Numbering Scheme to Eliminate Lost Reservations
- ◆ Automated Cataloging of Corporate Directory Content
 - Imported all Descriptive Content into Database, Simplifying Updating



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Four Seasons Hotels & Resorts

- ◆ Created Property and Regional Sales Marketing Planning Processes
 - Implemented Sales Performance and Group Booking Tracking Systems
- ◆ Designed & Programmed National Sales Contact Management System
 - Distributed Relational Design Tracked Multiple Contacts Across Accounts
- ◆ Developed Integrated Property Budgeting System
 - Budget Detail Enabled Roll-up/Drill Down by Department and Period
- ◆ Built Club Membership Revenue Tracking and Forecasting System
 - Tracked and Projected Multiple Revenue Streams from Member Groups
- ◆ Produced Property Flash Reporting and Forecasting System
 - Segmentation of Historical Performance Allowed Detailed Benchmarking
- ◆ Wrote Beverage Inventory Management & Costing System
 - Wine and Spirits Database Identified Reorder Points and Shrinkage Risks
- ◆ Oversaw Property Systems Implementation, Interfacing & Administration
 - PMS, F&B POS, PBX & CAS, Accounting (Payroll, GL, A/P & A/R)



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RockCheetah / Personal Contributions

- ◆ Industry Standards Initiatives
 - Open Travel Alliance
 - ◆ Interoperability Committee Representative & Car Working Group Member
 - Hospitality Industry Technology Integration Standards
 - ◆ Steering Committee Member
 - Hotel Electronic Distribution Network Association
 - ◆ Board of Directors / Leader - Descriptive Content Committee
- ◆ Patent Collaboration and Core Method Requirements
 - ◆ Dynamic Travel Packaging
 - ◆ Polygon Based Geographic Search
- ◆ Algorithm for Programmatically Prioritizing Results
 - ◆ Employing Multivariate Process for Listing based on Dynamic Access
- ◆ Travel Sector Collaborative Filtering
 - ◆ Alignment of Collective Preferences with Individual Recommendations



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Recent Presentations

- ◆ Tnooz
 - ◆ Mid-year 2011 Webinar – Online June 29, 2011
 - ◆ Social Commerce - Yesterday, Today & Tomorrow [PPT](#)
- ◆ Amadeus IT Group
 - ◆ WhitePaper – Transform Your Growth Strategy Now May, 2011 [PDF](#) & [Video](#)
- ◆ Hospitality Financial & Technology Professionals
 - ◆ HITEC 2011 – Distribution Super Session [PPT](#)
 - ◆ HITEC 2010 – Mobile Distribution [PPT](#)
 - ◆ HITEC 2009 – Web Technology Impact on Hospitality [PDF](#) & [Prezi](#)
 - ◆ Annual Convention 2009 – Marketing in a Web 2.0 World [Prezi](#)
- ◆ Leading Hotels of the World
 - ◆ Sales & Marketing Conference 2011 – Deconstructing Distribution [PPT](#)
- ◆ Hospitality Sales & Marketing Association International
 - ◆ Resort Best Practices Group 2011 – Mobile Marketing for Resorts [PPT](#)
- ◆ Wisconsin Hotel & Lodging Association
 - ◆ Annual Conference 2010 – Future Lodging Trends [PDF](#)
- ◆ Society of Government Travel Professionals
 - ◆ EdCon Conference 2010 – Future Trends & Leading Technologies [PPT](#)
- ◆ Open Travel Alliance
 - ◆ Annual Advisory Forum 2010 – The Impact of Structured Data on Search [Prezi](#)



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For Additional Information

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