Terrell B. Jones

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Professional Experience

Current Positions

Managing Principal - On, Inc 2002-Present
Founded Travel and Ecommerce consulting firm focused on helping travel companies perfect their ecommerce initiatives.

Chairman - Kayak, Inc. 2004-Present
Non executive Chairman of internet company focused on travel search

Professional Speaker 2002-Present
High demand national speaker on ecommerce and travel.

Special Venture Partner - General Catalyst Partners 2002-Present
Special Venture Partner with General Catalyst Partners in Boston. Charged with implementing travel practice at this early stage investment firm.

Board Member
Luxury Link 2011-Present
Rearden Commerce 2006-Present
Smart Destinations 2009-Present

Prior Employment

Board Member
EarthLink, Inc. (ELNK) 2003-2011

Overture Services Corp (OVER) 2002-2003
(company sold to Yahoo!)

Entrust, Inc (ENTU) 1998-2004

La Quinta Corporation 2004-2006
(Company sold to Blackstone)

Vendare Media 2004-2005
(board size reduced)

Chief Executive Officer - Travelocity.com 1996-2002

Took a small internal department at The SABRE Group and created a profitable dot com with over 33 million members ,13 million visitors per month.and over $3.3 Billion dollars in bookings.

- Selected Board, created structure and took company public
- Created a nationally respected brand and built a successful relationship with Wall Street as the company moved from IPO to profitability.
- Company grew from 20 people to 1,600, from one location to offices in five states and six countries and to over $300 million in revenue and profits of $16 million.
- Crafted exclusive relationships with AOL and Yahoo! that were profitable and drove 40%of the business.
- Drove creative use of technology to launch many industry firsts, such as seat maps, flight paging, calendar based shopping.
- Built a CRM database of over 30 million names, that resulted in the highest purchase conversion rate in the industry.
- Acquired Preview Travel, and site59.com and integrated them seamlessly into Travelocity.
- Crafted joint venture relationships in Japan, Asia Pacific and Europe to create an international network.
- Created highly automated customer service system where 40% of calls are handled by voice response
- Became well known spokesperson. Appeared regularly on CNN, MSNBC, CNBC

Chief Information Officer - The SABRE Group 1996-1998

Appointed Senior VP of The SABRE Group and CIO in July 1996 when the company became publicly traded. Responsible for overall technology direction for the group, lead SABRELabs, the groupís research and development arm, responsible for technology partnerships, supplier relations, and long term technology planning. One of two officers appointed to present The SABRE Group to investors in world-wide IPO road show.

President SABRE Computer Services 1993-1996

Led an organization of 2,200 computer professionals who design, implement and operate the data centers, distributed systems, wide area, local area, voice and radio networks for AMR Corporation and its customers worldwide. Had profit and loss responsibility for a $630 million P&L and capital expenditures in excess of $60 million yearly.
Key accomplishment has been to convert a cost based DP organization into an incentivized and profit motivated company.

- Implemented a $3 billion dollar outsourcing contract with American Airlines that introduced
profit and loss into SABRE Computer Services.
- Managed a 60% increase in system volume and 15% increase in network traffic while increasing system reliability to 99.98% and reducing unit costs by 30%.
- Converted SABRE reservation system to the next level of operating system (TPF 4.1). This
$15 million dollar project involved 700 developers, 260,000 man-hours and changed 32,000
programs. It was accomplished under budget and with no unplanned outages.
- Completed the conversion of AMR's wide area network to X.25. Involving the conversion of
29,000 locations, this effort reduced costs by $30 million per year.

VP Systems Development - SABRE Computer Services 1991-1993

Responsible for a group of 500 developers of the SABRE Reservations systems, AMR's human resource systems, other airline reservation systems and custom development projects.

- Led a group of 100 developers in Paris France who successfully developed a new reservation system for SNCF the French Railroad.

VP Product Development - SABRE Travel Information Network 1986-1991

Directed 200 product designers and programmers who developed specifications and programs for SABRE Travel Information Network, a $900 million company providing information systems to travel agents in 74 countries.

- Responsible for SABRE's introduction of personal computers to travel agents including software and systems design. Installed PCs in 10,000 travel agencies.

President - Agency DataSystems 1984-1986

Led $30 million division of AA that designed and sold mini computer accounting software to travel agents. Had full P&L responsibility and staff of 200.

Director Functional Development - Agency DataSystems 1981-1984

Directed a group of 50 programmers and product designers who developed travel agent accounting software.

Vice President Sales - Agency DataSystems 1978-1981

Responsible for sales and installations of mini computer systems in the midwest.

Other Employment History

Vice President - Travel Advisors of America 1972-1978

Appointed VP of newly formed travel agency focused on commercial travel to Eastern Europe and the Soviet Union.

- Grew the company to $5 million in sales in 5 years placing it among the top 1% of all agencies in the US. Opened offices in Moscow, Washington and Chicago and spent three years leading groups to Eastern Europe and the USSR.

Travel Consultant -Vega Travel Chicago, IL 1971-1972

Education

Denison University, Granville, OH, BA History 1970

Honorary Doctor of Letters, Sierra Nevada College 2008

Memberships

Lake Tahoe Shakespeare Festival –board member

Dynamite Data - Advisory Board

Sierra Angels

Fareportal, Inc. - Advisor Board

Wayfare Interactive - Advisory Board