

MICHAEL TUNNICLIFFE

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TOP- PERFORMING ACCOUNT MANAGER

More than 20 years of experience as a strategic, successful and respected relationship builder working with leading travel companies. Skilled in interpreting business requirements to deliver creative solutions that increase revenue, decrease costs and build customer loyalty. Generates new and expands existing business as a consultative sales producer for clients at all levels with a proven track record of exceeding goals. Cross-cultural communicator who leverages strong analytical, collaborative and decisive leadership skills to build cross-functional teams and deliver solutions that exceed customer expectations.

AREAS OF EXPERTISE

Global Account Management | Business Development | Client Relationship Management |
Digital Advertising Sales & Marketing | Contract Negotiations | Product Development & Implementation |
Project Management | Team Leadership

PROFESSIONAL EXPERIENCE

CHEAPFLIGHTS — Boston, MA

2012 to Sept 2017

Travel fare aggregator and travel fare meta search engine, acquired by Priceline Group July 2017

Senior Manager, Global Business Development

Recruited to increase revenue within a portfolio of existing advertisers and attract new accounts for Cheapflights' URLs globally. Accountable for 35% of all revenue worldwide with a focus on core search product, display advertising and email marketing. Recognized as a top-performer and for previous leadership experience, resulting in a promotion to manage and mentor the display ad teams in Boston and London for display advertising across all Cheapflights international sites.

Accomplishments:

- Exceeded quota each quarter and achieved 16% year over year growth in 2017 by expanding product offerings and negotiating higher cost per click (cpc) and cost per thousand (cpm) rates.
- Increased spend from major account, Expedia, by 200% from 2015 through 2017 by building trust through optimizing budgets.
- Increased revenue in display advertising globally by 40% by increasing impressions through a major retargeting partner.

VANTAGE DELUXE WORLD TRAVEL — Boston, MA

2009 to 2011

Large international tour operator targeting senior travelers through direct marketing channels; 300,000 customers/ year

Vice President, Airline Contracts and Operations

Selected for new position to drive revenue by expanding the Company's portfolio of tour programs and airline supplier relationships and to enrich customer tour experience. Instrumental in driving revenue growth during period of downturn in leisure travel industry. Conducted pricing negotiations with 17 major international airlines.

Accomplishments:

- Reduced net rates by 20% for Europe and North Africa programs by leveraging expert knowledge of travel industry and negotiation skills.
- Increased quality metrics by 15% by developing new tour product aligned with customer needs for paced travel and value.
- Successfully organized evacuation of tour group from Egypt during civil unrest in February 2011 by negotiating special air charter.

UNITED AIRLINES — Chicago, IL & London, UK

1992 to 2008

*Leading international airline operating ~ 3,000 flights daily to 200+ U.S. and international destinations***National Account Manager** (2007 to 2008)

Captured new sales nationwide while managing top 35 international tour operator accounts to generate combined \$90M in annual revenue. Planned and guided complex sales cycle with presentations and pricing negotiations. Directed integrated marketing campaigns with top accounts, incorporating direct mail, online strategies, print advertising, and collateral.

Accomplishments:

- Delivered \$6M+ in new contract revenue in first year.
- Generated 10% revenue increase in six months through successful pricing policy and revenue management for Pacific, Latin America, and Atlantic markets.
- Increased market share by 3% through strategic fare promotions that jump-started demand.

Product Marketing Manager North America (2004 to 2007)

Selected to join company's U.S. headquarters team to strengthen North American integrated marketing communications with insights into international markets. Subsequently tapped to co-lead Chapter 11 exit communications to rebuild consumer trust in face of continued corporate instability, and to lead transition planning. Managed \$80M budget, multidisciplinary marketing and operations team, and external agencies.

Accomplishments:

- Challenged to revitalize company brand with 2006 campaign that encompassed powerful messages demonstrating company's emergence from bankruptcy into growth.
- Secured \$1.5M in incremental revenue and 100K+ registrations by designing and implementing a national promotion in partnership with Palm and Cingular Wireless.
- Assembled and led cross-functional team to define transition plan for new product.

Marketing Manager Europe (2002 to 2004)

Promoted to own the digital and offline marketing strategic planning, creative design, development, and production of all European marketing communications and distribution strategy. Provided leadership and accountable for \$9M spend during the transition to a new agency and during post-9/11 economic environment. Led multinational marketing team geographically dispersed across six countries.

Accomplishments:

- Steered transition to new creative and media agencies, and led development and implementation of crisis communication strategy following 9/11 attacks.
- Won industry recognition for Europe-wide advertising campaigns, resulting in 14 creative awards including best online creative campaign in 2004.
- Integral in increasing sales 20% by propelling company's competitive advantage; overhauled European website with compelling communications, cohesive branding, and intuitive functionality.

ADDITIONAL EXPERIENCE**UNITED AIRLINES** - London, U.K.*Corporate Sales Manager***SHELL U.K. LIMITED** — London, U.K.*Sales Executive***BRITISH AEROSPACE PLC** — Bristol, U.K.*Contracts Administrator*

EDUCATION**Postgraduate Diploma in Marketing**

Chartered Institute of Marketing, United Kingdom

Bachelor of Arts (B.A.), Business Studies

The University of South Wales, United Kingdom