

Phil Kennewell

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SUMMARY

Accomplished business and award winning e-commerce leader with strong focus on product ownership, innovation, customer satisfaction, and broad distribution in an effort to improve upon the company's profit objective. Strengths and experience:

- Account Management
- Merchandising
- Business Planning
- Revenue Management
- E-commerce
- Customer Relations Management
- New Product Creation
- Media Trained

PROFESSIONAL EXPERIENCE

TRAVELOCITY, Dallas, Texas

2002 - 2004

Marketing Director, Car and Rail Products

Product leader for one of the World's largest and most innovative travel websites.

- Led business unit to improve user interface, negotiated supplier contracts and promotions, doubled merchandising content, built finest product delivery in industry, and delivered 15% sales conversion improvement.
- Enhanced product offering to include airport, local, one-way, and tour business for both domestic and international travel and moved product line into lucrative local car rental market which is on pace to grow annual business in excess of 10%.
- Constructed business plans and executed tactics to support product line that grew, in less than 3 years, 15% in annual sales, and 22% in profitability.
- Brought industry-first complete pricing disclosure to travel customer and resulting product innovation and promotion received The American Business Award for Best New Product, Travelocity TotalPricesm for Cars (2004).

WORLDSPAN, Minneapolis, Minnesota

2000 - 2001

Regional Sales Director

Led Midwest sales team that promoted, sold, and serviced over 800 agencies that contributed a combined \$450M in travel sales.

- Re-organized a remote sales team and brought heightened service to major travel agencies.

NATIONAL CAR RENTAL, Minneapolis, Minnesota

1993 - 2000

Director of Product Development (Innovation Team)

Led new product direction and implementation at a global car rental company.

- Fast-tracked products in both leisure and business segments through various distribution channels. Product development involved detailed use of customer segmentation, market research, and data mining and as a result delivered new revenues during a 3-year period when company gross sales grew 42%.
- Championed the redesigned loyalty program, channel pricing strategy, and numerous promotional offers allowing company's revenue management team to enjoy nearly \$200M annual increased revenue.

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NATIONAL CAR RENTAL

Director of Product Development *(continued)*

- Led efforts to develop and increase sales and promotions among major web travel providers and nationalcar.com that resulted in internet sales growing from 1% to 8% of overall sales in less than 12 months (1996).
- Directed efforts for first car rental supplier to launch with priceline.com bringing 100,000 new transactions in 24 months.
- Negotiated major fleet promotions with Big-3 automakers to provide exclusive inventory to our customers. Promotions involved partnerships with Disney, American Express, and On-Star to deliver extra value to over 800K Emerald Club members and brought 50,000 unique vehicles to the company.
- Member, Outstanding Revenue Management Team, National Car Rental. Tower of Jade, Scorecard Magazine.

COMPUTERIZED APPAREL PRODUCTION, Dallas, Texas

1992 - 1993

Vice-President

Leading computerized marking and grading company in the apparel industry and consultant for international sourcing.

- Revised and successfully implemented pricing structure to combat low-priced competitors moving into market increasing account base by 15% over 12 months.
- Successfully led company into international “sourcing” and positioned company to act as an agent for a major United States retail department store chains, and nearly \$1M in agency fees.

THE HERTZ CORPORATION, Sacramento, California

1988 - 1992

City Manager

Led 1200 vehicle operation with 6 locations and 150 employees and \$15 Million revenue in annual sales to meet profit objective 4 out of 5 years and delivered two excellent internal audits.

- Collaborated with Sacramento Air Quality District to establish first “methanol fuel” daily rental car fleet. Joint government-private arrangement was a “first” for environmentally friendly private fleets.
- Selected City Manager of the Year (1993), as a result of outstanding customer service, revenue generation, and profit generation.

EDUCATION

Master of Arts in Leadership, Augsburg College, Minneapolis, Minnesota, May 2005

Certificate, E-Commerce, St Thomas University, Minneapolis, Minnesota

Bachelor of Science, Business Administration, Portland State University, Portland, Oregon