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Higher Content & Inspiration



TERRY JONES

Founder of Travelocity.com and Founding Chairman of Kayak.com, leading innovation expert

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- Founder/ Former CEO of Travelocity.com
- Founding Chairman of Kayak.com
- American Airlines/Sabre CIO

Best known for founding Travelocity.com and serving as founding Chairman of Kayak.com, Terry Jones has become a powerful voice in the world of entrepreneurship through his numerous speaking engagements and the publication of his book, ON Innovation. His career path has established him as a thought leader on innovation in our increasingly digital

world.

A graduate of Denison University in Granville, Ohio, Jones, began his career as a travel agent, spent 24 years at American Airlines in marketing and information technology, capping his career as Chief Information Officer of its SABRE division. While at SABRE he led a team of six working on a project that became Travelocity.com. Jones served as CEO of Travelocity for seven years transforming it to a public company with three billion dollars in travel sales.

He left Travelocity when the company was taken private and became part of the founding team at Kayak.com, a company that yet again revolutionized how travel was purchased. He served as Chairman of the company from its founding until it was sold to Priceline for $1.8 billion dollars in 2013.

Today he is the Chairman of WayBlazer and managing principal of ON Inc, a consultancy he founded to help companies in their transition to the digital economy.

He serves on the boards of Boingo, Cognite, Inc, Smart Destinations and Camping and Education Foundation.

He is a venture capitalist with General Catalyst and Sierra Angels.

TEMAS

- Innovation
- Leadership
- Strategy
- Technology
- Marketing
- CRM

PROGRAMAS

On Innovation:

Every business needs to innovate, but where do you start? In this presentation, Terry Jones explores the fundamentals of innovation and gives leaders simple but powerful ideas they can use to create a more innovative organization. Drawing from his experiences as the founder of Travelocity.com, founding Chairman of Kayak.com and Chairman of Wayblazer, Jones helps audiences turn innovation from an academic exercise into an everyday skill. The stories from his career and personal experiences not only provide well-chosen real world illustrations of how challenging, and ultimately rewarding it can be to gather a team and establish a culture that is open to change, he gives audiences step-by-step plans to create it.

Building Digital Relationships:

How will your customer contact you today? In the store, via the phone, on your web site, read a tweet, friend you on Facebook? There is no way to know. In this presentation, e-commerce pioneer Terry Jones gives your audience the keys to unlock the mystery of how to deal with today's omni channel customer. While face-to-face contact isn't going away, companies that lack an effective online relationship strategy are being left behind. Jones vast online experience can educate your audience in all phases of the digital conversation from search to social media, using real-world examples in creating Travelocity, Kayak and helping dozens of other companies.

Leadership in a Wired World:

It’s a new world out there…A world where ‘the office’ is anywhere and communications is constant; where the pace of change is staggering and the ‘wired generation’ is entering the work force. In the new world, how do you lead? The basic principles of good leadership haven’t changed in hundreds of years; but, in this new world, how we APPLY them MUST change. Today’s new worker has been raised in the digital age, has been multi-tasking since the age of 3 and has been online for most of their life. How can companies most effectively communicate with, lead, and leverage this very different employee base?

Terry Jones has led both large corporations and small startup companies. As a CEO, board

member and consultant, his innovative leadership style has helped reshape an industry. In this program, he offers concise and actionable insights into how leadership is changing in this technology-driven world.