

PROFILE



TERRY JONES

Web pioneer and founder of Travelocity.com;
Branding; Marketing; E-Commerce; Visionary

Terry Jones founded Travelocity.com – one of the first successful on-line companies. He revolutionized the way people buy airline tickets and vacations, leading the company as President and Chief Executive Officer from its founding until May 2002.

Jones was one of the first to recognize the power of branding, marketing and customer service on-line.

Henry Harteveltd
Forrester Online Travel Research Analyst

Among the first to recognize the sweeping impact of the internet, Terry Jones is uniquely qualified to help prepare audiences for the next phase of its development. While the dot-com craze is over, electronic commerce is still booming and businesses must adapt or be left behind. In his insightful presentations, Terry willingly shares his strategies and his extraordinary achievements, spurring companies and individuals alike to push their limits and stretch their imaginations.

He illustrates his talks with real world examples of how leading companies have created powerful new methods of acquiring and serving customers in the on-line world. Urging them to build on their successful “bricks and mortar” foundations, Terry recommends that companies seek synergies between their established practices and their e-business enterprises. He inspires audiences with his specific suggestions on overcoming the barriers to a successful transition to on-line marketing.

As companies work to develop successful multi channel strategies and capture the online generation as customers, Jones can provide real world examples that audiences can use in this complex new environment.

From email marketing and customer relationship management to organizational structure, Terry delivers a clear picture of how to thrive as the market evolves. His experience is more than just a startup. Travelocity.com started inside a large corporate entity, and grew, despite the corporate politics that usually kill new ideas. He was able to nurture the idea until the company was ready to spin off and go public. It then became a successful NASDAQ listed, profitable company. There are lessons here for any company who wants to nurture new ideas, and create internal innovation.

Jones also makes frequent television appearances to comment on e-commerce and travel trends. He has recently been seen on CNN, CNNfn, MSNBC, CBS's Good Morning, and WMAZ CHICAGO.

Previously, Jones served as Chief Information Officer at Sabre Inc. In his 24 years at Sabre, Jones held various executive positions including President of Computer Services, Vice President of Applications Development and Vice President of Product Development.

Prior to Sabre, Jones joined American Airlines in 1978 as Director of Product Development when American Airlines acquired Agency Data Systems, a Florida-based mini-computer accounting systems company. He became president of the division when it moved to Dallas/Fort Worth.

A graduate of Denison University in Granville, Ohio, Jones entered the travel industry in 1971 as a travel agent with Vega Travel in Chicago. He later served five years as a vice president of Travel Advisors, a company specializing in business travel to Eastern Europe and the USSR, with offices in Chicago and Moscow.

Jones serves on the Board of Directors of Entrust Inc., Earthlink, Inc. and is a special venture partner with General Catalyst Partners.

On the platform Terry Jones is commanding, entertaining and knowledgeable.

For Further information please contact Carol Brickenden at (905) 713-3222 or email carol@brickenden.com