

UATP and Airline Business present:

Airline Distribution 2005

19-21 April 2005
Marriott Resort and Spa
Bangkok



Topic: Session 5: The Corporate Travel Market

Date: Thursday, 21 April 2005

Time: 9:15 – 10:30 am

Ellen L. Keszler, CTC
President, Corporate Solutions
Sabre Holdings

A true travel insider (she's a Certified Travel Consultant), Ellen Keszler has always been going places.

Named one of the 100 most powerful women in travel in 2000, 2001, 2002 and 2003 by *Travel Agent* magazine, Keszler has moved through the ranks of Sabre Holdings Corporation to her current position of president of Corporate Solutions, a post to which she was appointed in May 2004. As president of Corporate Solutions, Keszler oversees Sabre Holdings' businesses that serve the corporate marketplace, including GetThere, an online booking solution for corporations, and Travelocity Business, a full service corporate travel agency. She is also currently senior vice president of Sabre Holdings.

Previously, Keszler was President of Travelocity Business, where she led the launch of this new division. Prior to that position, she served as senior vice president of the North American division of the Sabre Travel Network business. Here, she oversaw sales, account management and customer service support. Under her leadership, the division continued to increase booking share among brick and mortar travel agencies, restructured service models to increase efficiency by more than 40% and achieved the highest customer satisfaction scores versus any of STN's competitors.

Previously, Keszler served as senior vice president of finance for Sabre Airline Solutions and senior vice president of finance for Sabre Travel Network. She also held the position of managing director of corporate development and treasury for Sabre Holdings.

Before joining American Airlines in 1990 as an associate in corporate finance, Keszler spent two years as a financing analyst at JCPenney. She also was manager of financial planning for two years and an associate of corporate finance for three years at American Airlines.

Keszler holds a master's degree in business administration from the University of Texas at Austin and a bachelor's degree in civil engineering from Texas A&M University. She is on the board of directors of KERA (North Dallas Public Television/Radio), the advisory Council of the McCombs School of Business at the University of Texas at Austin, and the board of Bent Tree Episcopal School.

Whether exploring on an African safari, hiking in Colorado's Rocky Mountains, scuba diving or strategy planning for the coming year, Ellen Keszler keeps her life, and Travelocity, in motion.

