



Lora Ellis
Associate, FESTIVE ROAD

Lora has worked in the business travel consulting sector for more than 20 years. She has driven amazing results for her clients through hundreds of consulting projects involving outsourced travel buying & management, strategic sourcing, total program management and demand management. Previously Lora led the Business Planning team within American Express Global Consulting where she initiated key performance indicators for the business, developed a resource management strategy and revamped the consulting pipeline methodology and practices. Most recently Lora has led multiple engagement projects, helping suppliers to better understand the marketplace as well as helping buyers better understand their travelers while driving more strategic travel programs.

As one of her clients put it so succinctly on a recent LinkedIn commendation, “her work ethic and commercial acumen was clearly evident as was her unwavering drive to consider many creative ways to identify and deliver value”.

Lora is an industry expert with tenacity, loyalty, broad knowledge and a nose for sensing the reality of situations. She enjoys life in the tropics of Miami and loves to guide both her children to find their passions in life and her mentees to navigate the corporate world, challenging people to be their best.