



## **Norm Rose**

President and Founder, Travel Tech Consulting

A 31 year travel industry veteran with experience in all sectors of the industry. President and founder of Travel Tech Consulting, Inc.(TTCI), Norm is a recognized leader on how emerging technologies impact the global travel industry.

Since 1995, TTCI has been providing technology marketing and procurement services to travel and technology clients. TTCI also works with a global network of travel industry experts who join forces to meet the needs of specific client engagements. TTCI consultants have a deep knowledge of technologies used for reservations, distribution, and marketing for all sectors of the travel industry. This includes airline reservations & loyalty systems, online travel booking & wholesale technology, global distribution systems, tour operators & wholesale software, corporate booking, expense & business intelligence systems, hospitality property and central reservation technology and government authorization, booking & voucher automation.

Travel Tech has led procurement efforts for online bookings systems, call center reservation software, wholesale packaging platforms, tour operator software, CRM products, accounting systems and networking. We have advised software developers and travel companies on all aspects of technology marketing including competitive product positioning, messaging and product requirements definition. TTCI has worked with major high tech companies helping to define specific strategies to penetrate the global travel industry. TTCI is an approved government contractor and has worked with the U.S. Federal government for over ten years.

For the past 12 years Norm has also been a subcontractor with PhoCusWright, Inc. the leading global travel research firm. At PhoCusWright Norm leads research on mobile technology and is the co-chair of the Travel Innovation Summit at the annual PhoCusWright Conference.