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Annual

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# Welcome

## Wi-Fi Information

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Dear Attendees,

The **BTN Group** is pleased to welcome you to the **16th annual Business Travel Tech Talk Chicago**. In a continued effort to engage our audience, we promote a platform for information sharing with your fellow business travel professionals as they gather intelligence on industry developments and share experiences, challenges and solutions with peers.

Through expert-led sessions and interactive discussions, you'll gain valuable insight on becoming a travel technologist: skills, structures and smarter ways to run your program, TMC content opacity: trust, transparency and control, what travel technology really delivers value in today's programs, hot topics in business travel technology, booking in the age of AI: what changes, what stays the same and more. We encourage you to share your challenges and successes and hope you discover key takeaways to enhance your corporate travel and meetings program in the months ahead.

For 42 years, the BTN Group has been the leading source of business travel and meetings information and intelligence. Our expert editorial staff delivers the highest quality news, information, data and research for corporate executives like yourself who are responsible for setting policy, managing and buying business travel and meetings on behalf of their company.

Visit **BusinessTravelNews.com** for the latest industry news and learn more about our upcoming events and conferences at **BusinessTravelNews.com/Events** and webinars at **BusinessTravelNews.com/Webinars**.

Thank you again for your participation in today's program and to our sponsors: **Loews Hotels & Co., Avis Budget Group, American Airlines, American Express Global Business Travel, Omega World Travel, World Travel Inc., CTM, Encore, FCM, Gant Travel Management, Safe Harbors Business Travel, SAP Concur, Sunny's Worldwide Transportation and Travel Code.**



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MAGLIARO**

Executive Vice President  
**The BTN Group**



**DAVID  
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**JEN  
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Executive Director,  
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# Agenda

All times shown in Central Daylight Time

8:00 AM - 9:00 AM

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9:00 AM - 9:10 AM

Welcome Remarks

9:10 AM - 9:55 AM

## Becoming a Travel Technologist: Skills, Structures and Smarter Ways to Run Your Program

Travel managers are being asked to deliver more insight, better experiences and stronger governance—often without additional resources. At the same time, new tools, automation and emerging forms of AI are reshaping what it means to run a managed travel program. This workshop explores how the role is evolving from program operator to technology steward. We'll examine which responsibilities still require human judgment, which can be automated or outsourced, and how to rethink team structures, workflows and partnerships accordingly. You'll leave with a clearer view of the skills modern travel teams need, how to collaborate more effectively with IT, data and security stakeholders, and practical steps to build a program that is resilient, scalable and ready for what comes next.

### SPEAKER:

**Steve Clagg**, Founder,  
[Clagghaus Consulting](#)

9:55 AM - 10:55 AM

## TMC Content Opacity: Trust, Transparency and Control

Trust between buyers and their TMCs is increasingly being tested by questions of content visibility and commercial incentives. Much of this tension stems from a commercial model in which TMCs are paid by both buyers and suppliers. This session examines how commercial models shape content decisions, traveler choice and program performance. It will look at trade-offs made during contracting that can reduce visibility and control. Panelists will explore why "follow the money" has become a buyer mantra, how buyers can distinguish technical limitations from content manipulation, what options they have to regain visibility and control and what trust-based partnerships might look like in practice.

### PANELISTS:

**Robert Bray**, Head of Travel, [Google](#)  
**Lora Ellis**, Head of Consulting,  
[Festive Road](#)  
**Goran Gligorovic**, Executive Vice President,  
[Omega World Travel](#)  
**Glenn Hollister**, Vice President, Sales  
Strategy & Effectiveness,  
[United Airlines](#)  
**Patrick Linnihan**, President and CEO,  
[Gant Travel Management](#)

### MODERATOR:

**Elizabeth West**, Vice President, Content,  
[The BTN Group](#)

10:55 AM - 11:25 AM

Networking Break sponsored by



**GLOBAL  
BUSINESS  
TRAVEL**

Agenda continued on next page.

# Agenda

All times shown in Central Standard Time

**11:25 AM - 12:25 PM**

## Travel Tech Showdown: What Really Delivers Value in Today's Programs

Choosing the right mix of technology has never been more complex. In this interactive session, major travel tech capabilities face off in structured comparisons, with audience participation helping narrow the field and crown a clear front-runner. Panelists will explore trade-offs across booking, content, payments, data, automation and more, sharing lessons learned and practical considerations for building a tech stack that delivers value.

### PANELISTS:

**Suzanne Boyan**, Travel & Meetings Manager, [ZS](#)  
**Odell Duppins**, Technology Manager, [Safe Harbors Business Travel](#)  
**Carrie Garnett**, Global Travel Manager, [Cordis](#)  
**Jake Jonassohn**, Vice President, Commercial Strategy, [Encore Corporate Travel](#)

### MODERATOR:

**Jen Bankard**, Executive Director, Conference Content & Strategy, [The BTN Group](#)

**12:25 PM - 1:25 PM**

**Networking Lunch** sponsored by [avis budget group](#)

**1:25 PM - 1:55 PM**

## BTN News Desk Live!

Insider views on the latest news. The BTN editorial team hosts a panel of industry pundits to discuss, debate and analyze recent moves from travel suppliers, technology providers and distribution platforms.

### PANELISTS:

**Adam Braun**, CEO, [Clarasight](#)  
**Greeley Koch**, Managing Director, [490 Consulting](#)  
**Stephen Pitcher**, Chief Data Science Officer, [Flight Center Travel Group](#)


### MODERATOR:

**Michael Baker**, Executive Editor, [The BTN Group](#)

**1:55 PM - 2:45 PM**

## Hot Topics in Business Travel Technology

**2:45 PM - 3:05 PM**

**Networking Break** sponsored by [American Airlines](#) 

**3:05 PM - 4:00 PM**

## Booking in the Age of AI: What Changes, What Stays the Same

As AI becomes embedded across travel platforms, the booking experience is shifting from static workflows to more dynamic, personalized interactions. But does this signal the end of the online booking tool as we know it—or simply its next evolution? This session looks at how AI is influencing search, decision support and trip orchestration, and what it means for managed travel programs. Panelists will discuss implications for compliance, traveler behavior, supplier relationships and data visibility, helping travel leaders understand how to prepare for a more intelligent (and potentially less structured) booking environment.

### SPEAKERS:

**Mark Brokowski**, VP, Global Sales, [World Travel, Inc.](#)  
**Egor Karpovich**, CEO, [Travel Code](#)  
**Samantha Weiss**, Director of Travel, [William Blair](#)  
**Betty Wong**, Director- Travel Product Marketing, [SAP Concur](#)

### MODERATOR:

**Maureen Brady**, Head of North America, [Areka Consulting](#)

**4:00 PM - 5:00 PM**

**Closing Remarks & Networking Reception** sponsored by [LOEWS HOTELS & CO](#)

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# Speakers



## Michael Baker

Executive Editor  
THE BTN GROUP

Michael Baker joined The BTN Group in 2006 and, as executive editor, leads the group's technology, payment and travel management coverage. He has covered all the major travel industry beats over his many years with BTN, including about eight years each covering the aviation/transportation and lodging industries. Before joining BTN, he cut his journalistic teeth in the newspaper industry, covering business and industry for both The Press of Atlantic City and The Facts, a daily in the greater Houston area where he won awards for both breaking news and feature coverage.



## Jen Bankard

Executive Director, Conference Content & Strategy  
THE BTN GROUP

Jen's mission is to develop quality educational programming based on industry trends, best practices and research to help ensure corporate travel managers have the information necessary to lead best-in-class travel programs. Prior to joining The BTN Group, she served as the Manager of Global Education for the Association of Corporate Travel Executives. Jen has a 20-plus year history working in non-profit and association sectors with a strong emphasis in training and development.



## Suzanne Boyan

Travel & Meetings Manager  
ZS

Suzanne joined ZS in 2012 with six years' experience in the hospitality industry. She earned a bachelor's degree in hospitality followed by a GTP travel certification. Her deep understanding of how airline and hotel suppliers operate within their respective provider spaces showcases the ideal background and combination of skill and knowledge for her role. In August of 2019 Suzanne was named Business Travel News' "Travel Manager of the Year." Her accomplishments were recognized again three months later as one of BTN's "25 Most Influential People in Travel."

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# Speakers



## Maureen Brady

Head of North America  
AREKA CONSULTING

Maureen Brady is Head of North America for Areka Consulting, bringing more than 30 years of corporate travel experience to the role. She has held executive leadership positions with CTM and BCD and has deep expertise across global travel operations, travel technology, procurement practices and program governance. She was recognized as one of GBTA WINIT's Top 50 Women in Travel in 2020 and 2024. She holds a BA in Economics and Communications from Marquette University.



## Adam Braun

CEO  
CLARASIGHT

Adam Braun is Co-Founder and CEO of Clarasight, an AI operating system for enterprise travel that helps global travel, finance, sustainability, and procurement teams unify data and drive measurable efficiency across more than \$4B in T&E spend. By integrating fragmented travel, expense, and business data into a single source of truth, Clarasight enables organizations to optimize suppliers, reduce costs, and proactively manage their programs through AI-powered insights and automation. Braun is a three-time entrepreneur and New York Times bestselling author, and he leads the Corporate Travel AI Network, a community of 250+ travel buyers focused on advancing the use of AI in managed travel programs.



## Robert Bray

Head of Travel  
GOOGLE

As Google's Global Travel Lead, Robert Bray manages the intersection of global T&E policy and cutting-edge travel technology. Based in Chicago, Robert has spent his career pushing the boundaries of what's possible in corporate travel—most notably driving unprecedented adoption rates through influence rather than mandate. Robert is a catalyst for technical modernization, working closely with global TMCs to extract new levels of functionality from legacy systems. He believes that "strong partnerships are the engine of innovation," a philosophy that has allowed him to lead the charge in NDC integration and vendor collaboration. A frequent advisor and thought leader, Robert is dedicated to building a more transparent, efficient, and tech-forward industry for everyone.



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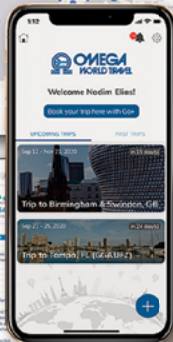
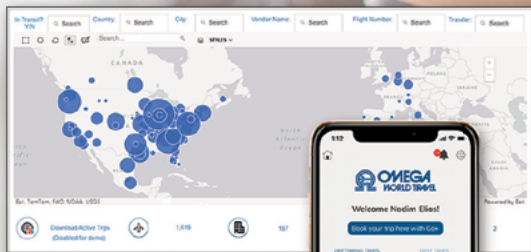
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# Speakers



## Mark Brokowski

VP, Global Sales  
WORLD TRAVEL, INC.

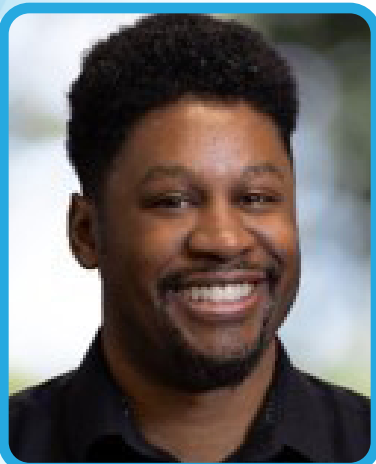
Mark Brokowski is an experienced travel industry sales veteran, having spent more than 30 years in leadership roles in both the United States and Canada. He spent the first ten years of his career in the airline industry before transitioning to travel management. After nearly 16 years with American Express, his time with CWT and Onriva has since led to his current role leading the global sales team within World Travel and the One Global community.



## Steve Clagg

Founder  
CLAGGHAUS CONSULTING

Steve Clagg is a former Senior Technical Program Manager at Microsoft, specializing in Procurement BI, travel technology, and platform innovation. With deep expertise in Azure Data Services, ESG analytics, and agentic AI, Steve has led global initiatives transforming corporate travel through intelligent data platforms. He's a trusted advisor to startups and enterprise teams, known for blending strategic vision with hands-on execution across BI, sustainability, and AI integration.



## Odell Duppins

Technology Manager  
SAFE HARBORS BUSINESS TRAVEL

Odell Duppins is a travel technology leader with 15 years of experience in the corporate travel industry, including 10 years with Safe Harbors Business Travel. As Technology Manager, he oversees travel technology solutions that improve system efficiency, strengthen client support and enable seamless integration across client accounts. With a background that combines hands-on technical expertise and a strong understanding of managed travel operations, Odell helps bridge the gap between technology, service delivery and the traveler experience. He is focused on practical innovation, system performance and helping clients use technology more effectively to support their corporate travel programs.

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**Duty of care-driven** travel strategy utilizing risk-focused insights to ensure safe and informed travel



# Speakers



## Lora Ellis

Head of Consulting  
FESTIVE ROAD

As Head of Consulting at Festive Road, Lora leads the global consulting team for Festive Road where she and her team have a passion for creating better T&E programs. With more than 25 years in corporate travel consulting, she has deep expertise across strategy development, operating model design, program transformation, and sourcing. Lora partners with her clients transition their programs into strategic business enablers that drive measurable results. She is known for cutting through complexity and getting to what matters most, at pace, which is valued by colleagues and clients alike. Lora is based in Miami where she enjoys the abundant sunshine year-round.



## Carrie Garnett

Global Travel Manager  
CORDIS

Carrie Garnett, a senior consultant at GoldSpring consulting, specializes in the Air & Hotel Sourcing product lines as well as Program Management. She is currently the acting Travel Manager overseeing a global program spanning 42 countries. Previously, she worked for Toyota Motor North America as a buyer and was also an account manager at EmpireCLS Worldwide Chauffeured Services for many years.



## Goran Gligorovic

Executive Vice President  
OMEGA WORLD TRAVEL

Goran's expertise is in sourcing and negotiating contracts, mitigating risk, establishing productive client and vendor relationships while strategically managing multiple international regions with emphasis on a multicultural environment. As head of Omega's global sales and account management, Goran actively seeks new business and maintains existing relationships and has extensive management experience in the United States, Asia and EMEA. Goran, who holds a law degree from University of Zagreb, Croatia, also is Omega's Managing Director for EMEA operations.

A circular inset image showing a woman with dark hair and glasses, wearing a dark turtleneck sweater and light-colored trousers, smiling while talking on a mobile phone. She has a tan bag strap over her shoulder.

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# Speakers



## Glenn Hollister

Vice President, Sales Strategy & Effectiveness  
UNITED AIRLINES

Glenn Hollister is vice president, sales strategy and effectiveness for United. Glenn leads United's Global Corporate Accounts, Agency, and Digital Sales teams. He is also responsible for the United for Business marketing team, and the sales strategy, pricing, incentives, sales support, sales effectiveness and sales systems teams. Prior to United, Glenn was the principal and practice leader for travel and transportation at ZS Associates. Before joining ZS Associates, Glenn worked in the offshore oil industry and served as a Military Intelligence officer in the United States Army.



## Jake Jonassohn

Vice President, Commercial Strategy  
ENCORE CORPORATE TRAVEL

Jake Jonassohn helps organizations and their travelers reach their destinations safely, sustainably, and efficiently. With a background in finance and private equity, he specializes in optimizing travel programs to maximize cost savings and enhance business decision-making. As the head of commercial strategy at Encore Corporate Travel, Jake is actively involved in implementing NDC strategies to improve the shopping experience for travelers, both online and through agents, while ensuring seamless booking services through emerging channels.



## Egor Karpovich

CEO  
TRAVEL CODE

Under Egor Karpovich's leadership, Travel Code, an AI-powered corporate travel management platform that combines intelligent booking, expense management, and policy compliance into a single seamless experience for companies with 100–2,000 employees, has grown to serve clients across North America and Europe. A Forbes Member Leader in the Forbes Travel Group, Egor is a recognized voice in the future of business travel technology. He is passionate about making corporate travel simpler, smarter, and more cost-effective through the practical application of artificial intelligence.

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# Agenda



## Greeley Koch

Managing Director  
490 CONSULTING

Greeley Koch helps clients transform their corporate travel programs by improving traveler experience, driving cost savings, and evolving offerings through the lens of the digital traveler journey. As Managing Director of 490 Consulting, he brings a unique perspective from both sides of the desk—having led travel procurement at Abbott and Bank of America, and held leadership roles on the supplier side. Greeley also teaches at NYU's Tisch Center of Hospitality and is a former Executive Director of the Association of Corporate Travel Executives (ACTE). He has been recognized by Business Travel News as both a Top 25 Most Influential Executive and a Hot 30 Business Travel Influencer, continuing to shape the future of corporate travel.



## Patrick Linnihan

President and CEO  
GANT TRAVEL MANAGEMENT

Patrick Linnihan leads Gant Travel with a sincere vision of trying to create a great place where great people want to work, and customers always want to hire us. Recognized in the industry as an innovator, and thoughtful and friendly leader who is true to the values of Gant, he consistently develops superior team members and service processes that agents and customers reward with long working relationships. Outside of work, Patrick holds a passion for his family, reading, outdoor adventures, and big ideas.



## Stephen Pitcher

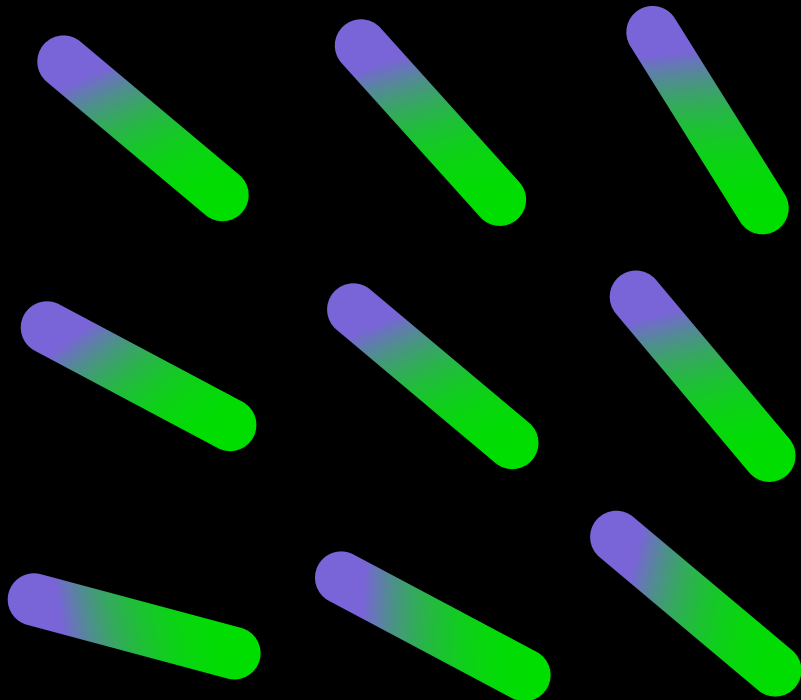
Chief Data Science Officer  
FLIGHT CENTER TRAVEL GROUP

Stephen Pitcher is a global data and analytics leader with deep roots in the corporate travel industry. As part of Flight Centre Travel Group's Commercial Software function, Stephen leads a global team spanning client-facing analytics, data engineering, data management, and AI-powered digital services with reach across North America, EMEA, and APAC. Stephen is at the forefront of applying AI and emerging technologies to enterprise analytics, from building MCP server infrastructure and AI-ready data platforms to driving measurable productivity gains through real-world AI adoption. His current work centers on a strategic vision he calls Autonomous Insights, helping clients move from reactive reporting to proactive, AI-driven decision intelligence. With a career built at the intersection of travel, data, and technology, Stephen brings a practitioner's perspective to what it actually takes to operationalize AI inside a large, complex organization.



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# Agenda



## Samantha Weiss

Director of Travel  
WILLIAM BLAIR

Sam Weiss is the Director of Travel at William Blair, where she leads global travel strategy, supplier relationships, and program operations. With over 15 years of experience across travel, operations, and program management, she focuses on building scalable, high-performing travel programs that balance cost, compliance, and an improved traveler experience. Prior to William Blair, Samantha built and led a global travel and events program for a multinational automotive company and held leadership roles in real estate development and travel operations. Her background also includes serving as a tour manager for global music tours, bringing a unique, on-the-ground operational perspective to corporate travel strategy.



## Elizabeth West

Vice President, Content  
THE BTN GROUP

Elizabeth took the helm of BTN and Travel Procurement as editor-in-chief in 2015, after 15 years reporting on the business travel and meetings industries. She took on her current title in 2019. In previous roles, Elizabeth served as director of content solutions for ProMedia.travel, which merged with BTN in 2010. Prior to ProMedia.travel, Elizabeth was the editor-in-chief of MeetingNews magazine.



## Betty Wong

Director- Travel Product Marketing  
SAP CONCUR

Betty Wong joined SAP Concur in 2023 in Solution Management, partnering closely with product teams to shape offerings and align them with market needs. Now in Product Marketing, She focuses on positioning solutions, driving go-to-market strategy, and translating product value into customer benefits. Prior to SAP Concur, she worked at Delta Air Lines in Global Sales and Consumer Insights, supporting commercial strategy through customer data and market analysis. She began her career at American Airlines in Revenue Management, optimizing pricing and demand.

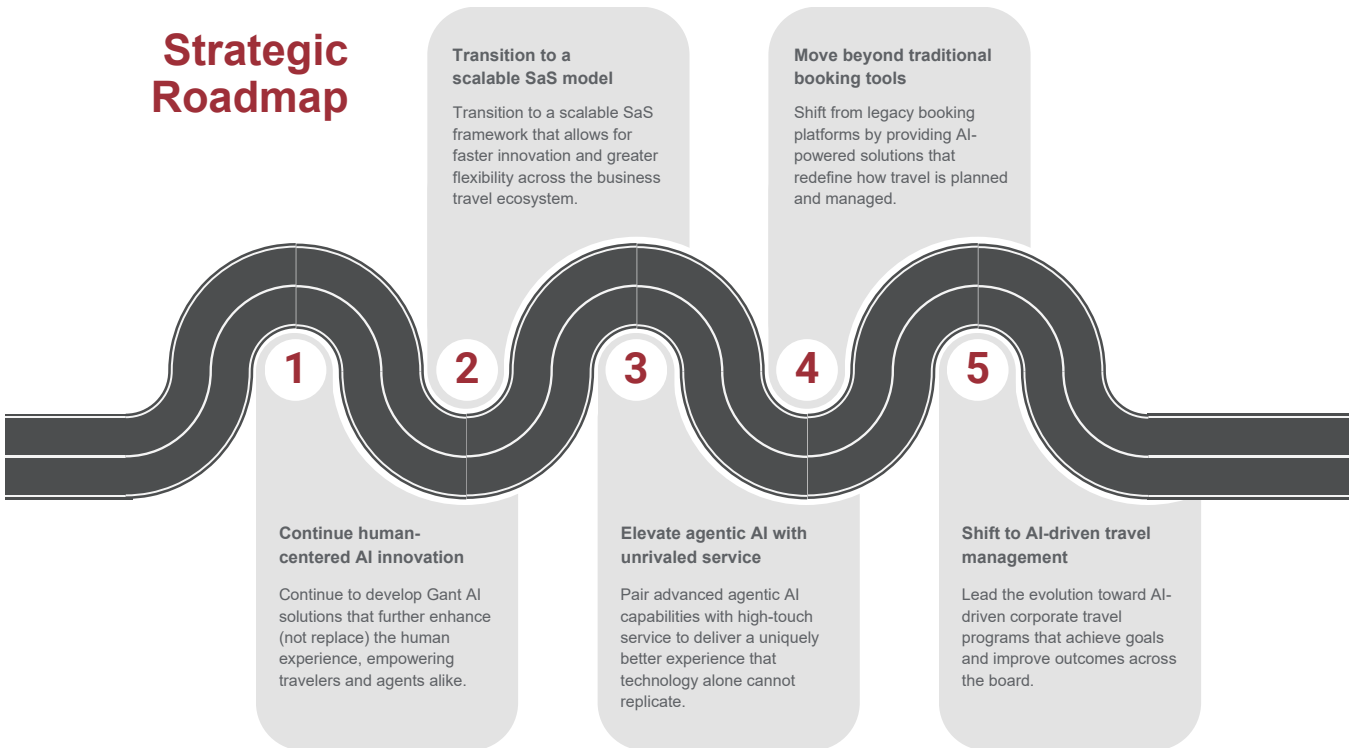
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The SAP Concur logo is positioned in the top left corner. It features the word "SAP" in white on a blue rectangular background, followed by the word "Concur" in white. The background of the entire image is a woman in an orange shirt sitting on a train, working on a laptop. A green rectangular frame is overlaid on the background, highlighting the woman and her laptop.

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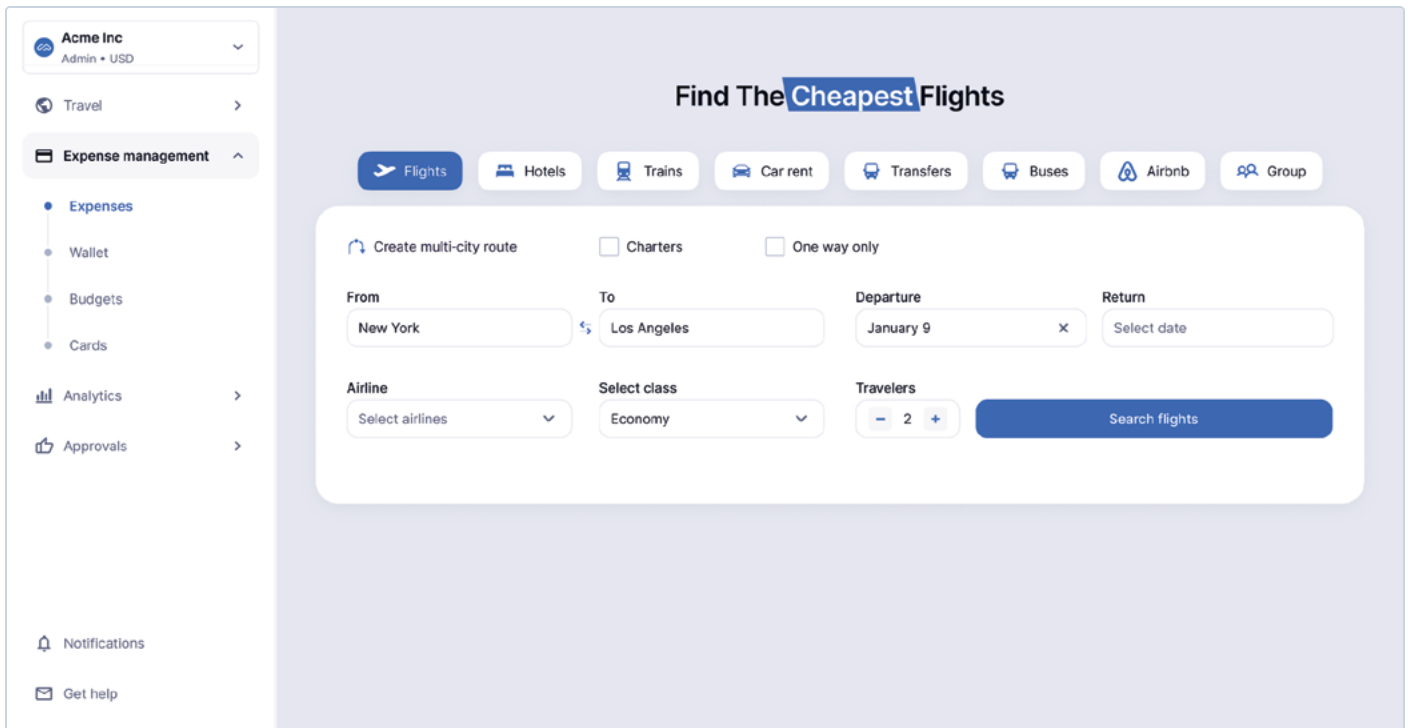
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The screenshot shows the 'Find The Cheapest Flights' interface. On the left is a navigation sidebar with options like 'Acme Inc Admin • USD', 'Travel', 'Expense management', 'Expenses', 'Wallet', 'Budgets', 'Cards', 'Analytics', 'Approvals', 'Notifications', and 'Get help'. The main search area includes tabs for 'Flights', 'Hotels', 'Trains', 'Car rent', 'Transfers', 'Buses', 'Airbnb', and 'Group'. Below these are search filters for 'Create multi-city route', 'Charters', and 'One way only'. The search form includes fields for 'From' (New York), 'To' (Los Angeles), 'Departure' (January 9), and 'Return' (Select date). It also has dropdowns for 'Airline' (Select airlines) and 'Select class' (Economy), and a 'Travelers' section with a counter set to 2. A 'Search flights' button is at the bottom right.

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