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Stay with us and experience Front Row Montreal, where business and pleasure blends effortlessly with belonging.

Welcome

Dear Attendees,

The **BTN Group** is pleased to welcome you to the **3rd annual Business Travel Tech Talk Montreal**. 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 the year to date in BTN Intelligence, booking in the age of AI: what changes, what stays the same, travel tech showdown: what really delivers value in today's programs, hot topics in business travel technology, TMC content opacity: trust, transparency and control 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: **The Sheraton Le Centre Montreal Hotel, Air Canada** and **Encore**.

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Agenda

All times shown in Central Daylight Time

8:00 AM - 9:00 AM

Registration & Breakfast sponsored by

9:00 AM - 9:10 AM

Welcome Remarks

9:10 AM - 9:40 AM

BTN Intelligence: The Year to Date

A presentation of BTN Intelligence published to date in 2026, including highlights from the AI in Business Travel, Travel Payment Innovation and Meetings Tech Goes AI reports.

9:40 AM - 10:40 AM

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.

10:40 AM - 11:10 AM

Networking Break sponsored by



11:10 AM - 12:10 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.

PRESENTER:

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

PANELISTS:

Donya Najjar Lessani, Program Manager,
[McGill University](#)
Liz Oxtan, Director, Intelligence and
Standards, [Encore Corporate Travel](#)
Johnny Thorsen, Vice President Strategic
Business Development, [Serko](#)

MODERATOR:

Chris Davis, Managing Editor,
[The BTN Group](#)

MODERATOR:

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

Agenda continued on next page.

Agenda

All times shown in Central Standard Time

12:10 PM - 1:10 PM

Networking Lunch

1:10 PM - 1:55 PM

Hot Topics in Business Travel Technology

1:55 PM - 2:55 PM

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 Belliveau, Manager, Corporate Travel, Expense Claims & Commercial Cards, [Canada Post](#)

Billy Kyriakopoulos, Director, Corporate Sales, [Air Canada](#)

Sherry Saunders, SVP, Client Management & Consulting, [Direct Travel](#)

MODERATOR:

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

2:55 PM - 4:00 PM

Closing Remarks & Networking Reception

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Speakers



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.



Robert Belliveau

Manager, Corporate Travel, Expense Claims & Commercial Cards
CANADA POST

Robert Belliveau is Manager, Corporate Travel at Canada Post, where he leads the corporate travel, expense management, and corporate card programs supporting more than 62,000 employees across Canada. With over 20 years of experience in the travel industry, Robert spent more than 12 years in operational leadership roles with WestJet, before moving into corporate travel leadership at the Bank of Canada and Canada Post. As a member of the GBTA Advisory Board and WestJet's Corporate Client Advisory Board, Robert brings a unique perspective shaped by experience on both the supplier and buyer sides of the travel industry. He is passionate about advancing business travel through innovation, supplier collaboration, and traveler-centric solutions. His areas of expertise include program strategy, travel technology, expense management, traveler experience, and industry transformation.



Chris Davis

Managing Editor
THE BTN GROUP

A longtime business travel industry journalist, Chris Davis has been affiliated with Business Travel News for more than two decades. Currently managing editor, Chris has covered all aspects of the industry in his career with BTN and for many years also has spoken and moderated panels at industry events. A former daily newspaper reporter with The Times of Trenton, Chris lives in New Jersey.

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Speakers



Billy Kyriakopoulos

Director, Corporate Sales
AIR CANADA

Billy Kyriakopoulos has more than 25 years of experience in the airline industry. Prior to joining Air Canada in 2011, he held key commercial positions with US Airways, British Airways and United Airlines. In his current role at Air Canada, Billy heads the global corporate sales channel with overall responsibility for Air Canada's corporate sales strategies to support the airline's business objectives and continued drive towards sustained profitability.



Donya Najjar Lessani

Program Manager
MCGILL UNIVERSITY

Donya Najjar Lessani is a Program Manager with Procurement Services at McGill University, with a primary focus the travel program. Her work centres on program governance, compliance, policy implementation, stakeholder engagement, supplier management, and the continued development of travel and procurement services. She is also a member of McGill's Emergency Operations Centre and brings hands-on experience in duty of care, traveler repatriation, and travel-related crisis management. Her professional background also includes extensive experience in international travel and aviation, as well as senior operational leadership. Her career combines travel management, procurement, program development, strategic communications, contract negotiation, and operational leadership, with a strong focus on building practical, compliant, and service-driven programs.



Liz Oxtan

Director, Intelligence and Standards
ENCORE CORPORATE TRAVEL

Elizabeth Oxtan is a technology and AI leader with a background spanning academic research, product, operations and business transformation. Her early work included published research on reinforcement learning with DeepMind. She later joined Jobber during a period of rapid growth, helping the technology company scale from approximately 100 to 1,000 employees. Today, Elizabeth leads Data & AI at Encore, bringing together deep technical expertise and practical experience applying data and AI to business challenges.

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Speakers



Sherry Saunders

SVP, Client Management & Consulting
DIRECT TRAVEL

Sherry Saunders is a travel industry executive with more than 35 years of progressive experience in corporate travel management and strategic consulting. A proven senior leader, she brings deep expertise in market dynamics, client engagement, and organizational capability assessment—enabling clients to develop and execute transformative business strategies. Throughout her tenure, Sherry has successfully directed cross-functional teams across core corporate travel operations and client-facing disciplines. As Vice President of Client Management and Consulting for Direct Travel Canada, she partners with internal teams and enterprise clients to evaluate the evolving market environment and unlock strategic opportunities for corporate travel optimization.



Johnny Thorsen

Vice President Strategic Business Development
SERKO

Johnny Thorsen joined Serko as Vice President of Strategic Business Development in January 2025. In this role, Thorsen helps lead strategic growth initiatives and enhances Serko's positioning as a market leader in business travel. His responsibilities include developing Serko's network of Travel Management Company (TMC) partners through the commercialization of Serko's growing platform ecosystem. Additionally, Johnny focuses on enhancing Serko's product offerings through innovation, building customer acquisition strategies and fostering partnerships to ensure long-term growth and leadership in the North American market. Johnny brings over 30 years of experience in corporate travel, including senior leadership roles at Concur, American Express, and most recently at Spotnana, where he served as VP of Business Development for Content Distribution. He has also served as a strategic advisor or board member for more than 10+ travel-sector companies, including Troop, Thrust Carbon, Tryp and Envest Global.

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