Mark Cooper, Technical Fellow, FedEx Services

Dr. Cooper is a Technical Fellow in the Decision Support Systems organization at FedEx Services, and describes his role as "generally in charge of figuring out how to do stuff." His contributions to the FedEx data warehouse include the design and implementation of the original data acquisition methodology (which, three data warehouse generations and over a trillion records later, remains largely intact), and the project, technical, and architectural leadership of several large scale corporate projects. Mark holds a Ph.D. in Computer Science from UCLA where his concentration was Artificial Intelligence and his dissertation focused on the application of genetic algorithms to the evolution of fuzzy logic systems.

Frank Bush, Senior Industry Consultant, Teradata

Frank Bush is Senior Industry Consultant in Teradata's Travel and Transportation practice. Frank brings over 17 years of airline and travel related experience. Frank's travel industry experience includes work with American Airlines in the areas of pricing strategy and revenue management, marketing planning and corporate financial planning and analysis. While with Sabre Inc., his experience includes work in business development, corporate strategic planning, data services, and airline technology sales and sales analytics. Frank holds a BA in Economics/Econometrics from the University of California, San Diego and an MBA in Finance and Marketing from University of Chicago.

Becky Briggs, Senior Manager, ARC

Becky has 25 years experience in Data Processing/IT, with the last 9 in Data Warehousing/Business Intelligence implementations, Product Development and Data Warehouse Infrastructure Management. Current responsibilities include leading the strategic program team responsible for program, project, product and quality management, and data governance and stewardship. Becky sits on the Data and Analytics business line leadership team responsible for defining, developing and delivering data and analytical solutions for industry challenges generating a positive financial return and tangible benefits to our stakeholders. In addition, she is also the data steward for the ARC Data Warehouse, managing sensitive data, access and security.

Shankar Mishra, Director, Intelligence & Analytics at Travelocity Global, Travelocity

Shankar, Director of Business Intelligence & Analytics at Travelocity Global, one of the leading online travel retailers in the world, is primarily focused on developing a BI & Web Analytics framework that integrates a company's financial performance with business drivers so that the sub-optimalities within business operations can be translated into
opportunities for growth. Prior to joining Travelocity, Shankar spent 10 years with Sabre Airline Solutions, working on pricing and revenue management solutions for airline industry. In late 1990s, Shankar was instrumental in developing the first Origin and Destination based revenue management solution for airlines that generated over 1% in incremental revenue gains. Later in 2002, Shankar led the ideation and development of another industry-first revenue management solution, for airlines with flexible pricing structure. With in-depth knowledge of all aspects of travel retailing - Online Marketing, Airline Pricing & Inventory Management, Global Distribution Systems etc., Shankar has helped over 30 airlines across 5 continents, and multiple online travel retailers, achieve substantial revenue growth through effective analytics practice. Shankar holds a Ph.D. in Operations Research from North Carolina State University.

Paul Briggs, Director, Customer Marketing and Loyalty, Travelocity

Paul Briggs was named Director, Customer Marketing and Loyalty in 2006. In this role, he oversees Travelocity.com’s member base and customer communications, including Travelocity’s CRM, email, site personalization, mobile strategy, “VIP” program for high value customers, co-branded credit card, and related product development initiatives. In previous position, Mr. Briggs served as Director, Pricing and Analysis for TotalTrip (packaging), developed Travelocity’s Business Intelligence team, and worked on Travelocity’s Market Research and Business Development teams. Briggs holds a masters of business administration from Vanderbilt University, and a bachelor’s degree in international relations from the University of San Diego.