

SCOTT LEITH

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PROFILE

Relationship oriented, senior level business development professional, with Fortune 100 company experience; consistent track record of capturing new business and lucrative revenue streams. Effective problem-solver who recognizes clients' strategic and operational challenges and effectively positions products and services as distinct and essential solutions. A team player energized by challenge with international experience. Self-motivated and conscientious with highly developed consultative solution selling skills and the ability to close lucrative contracts.

PROFESSIONAL EXPERIENCE

DISCOVER the WORLD MARKETING, Scottsdale, AZ

1/15 - Present

Director of Sales Consulting, East Region, Clients consulted for: **Expedia, EuropCar**

Discover the World is a leader in Global Travel Sales, Marketing and Outsourcing to the travel trade. Discover remains the dominant innovator for the travel industry at the cutting edge of helping travel companies grow beyond their own network, resources or core competencies. Working with the travel trade in the Eastern Region of the USA, developed strategies to maximize revenue and new business development opportunities by applying extensive industry knowledge, extensive contacts and relationships with consultative, solution selling skills. Clients represented include: EuropCar, Expedia TAAP (Travel Agent Affiliate Program) and Travelport. Added 9.5M in new business exceeding forecast by 87%.

MILNE TRAVEL AMERICAN EXPRESS, White Plains, NY /W. Lebanon, NH

6/13 – 2/14

Director, Business Development

Milne Travel American Express, New England based, 38 year old, family owned travel management company with 11 locations across the region. Responsible for new business development for non-sector specific corporate through out New England and Westchester/Rockland counties NY. Target market: organizations with annual travel spend between 1 and 10 Million USD.

- Successfully positioned the organization and its services in the minds of consumers as providing the best value in meeting their companies' travel and cost-containment needs
- Responsible for formulating, delivering and maintaining business plan
- Develop and execute on healthy sales pipeline
- Negotiate and collaborate with clients to identify challenges, structured and sold value-added solutions to meet their need for cost-effective travel management utilizing innovative travel technology solutions
- Cultivated and maintained loyal and mutually beneficial executive level relationships with client companies and key businesses leaders.
- Oversaw implementation of contracts, ensuring implementation according to deadline and agreed upon specifications.
- Added \$3.5M in new business, exceeding forecast by 23%

Director, USA Sales

ATP Corporate Travel, a division of the ATPI Group, a UK headquartered multinational Travel Management and Consultancy firm. Responsible for new business development for non-sector specific corporate throughout USA. Work closely with UK, NL and International sales teams. Identify and develop new business leads across the spectrum of ATPI Group's activities to include corporate travel; marine and offshore travel; meetings, events and sports travel. Target market: organizations with annual travel spend between 500K and 5 Million USD.

- Successfully positioned the organization and its services in the minds of consumers as providing the best value in meeting their companies' travel and cost-containment needs
- Responsible for formulating, delivering and maintaining business plan
- Develop and execute on healthy sales pipeline
- Negotiate and collaborate with clients to identify challenges, structured and sold value-added solutions to meet their need for cost-effective travel management utilizing innovative travel technology solutions
- Cultivated and maintained loyal and mutually beneficial executive level relationships with client companies and key businesses leaders.
- Oversaw implementation of contracts, ensuring implementation according to deadline and agreed upon specifications.
- Added \$2.5M in new business, exceeding forecast by 9%

DELTA / KLM / AIR FRANCE, New York, NY**12/99 – 3/10****Senior National Sales Account Executive**

Maximized passenger sales revenue and market share; portfolio comprising Fortune 1000 companies and mid-market Travel Management Companies working with 3 air carriers in a Joint Venture environment.

- Seized new sales opportunities by researching and identifying competitor weaknesses and our organizational strengths. Structured solutions (i.e., financial and soft dollar programs) to position Delta – KLM – Air France as better value proposition.
 - Grew Territory from \$4.8M to \$28M in ten-year period.
 - Added \$1.8M in new business in 2009.
 - Exceeded territory forecast by 12.5% in 2009
- Captured lucrative and defensible market positions by researching and understanding market opportunities and threats. Positioned the organization and its services in the minds of consumers as providing the best value in meeting their companies' travel and cost-containment needs.
- Negotiated contracts with clients. Recognized positions of bargaining strength and possible weakness. Collaborated with clients to structure contracts that met their needs while maximizing revenue streams for the organization.
- Cultivated and maintained loyal and mutually beneficial executive level relationships with client companies and key businesses leaders. Collaborated to identify challenges, structured and sold value-added solutions to meet their need for fast, comfortable and cost-effective travel. Oversaw implementation of contracts, ensuring implementation according to deadline and agreed upon specifications.
- Customized and implemented marketing strategies to promote franchise to portfolio of 150 Travel Management Companies in Connecticut, New York and Ohio. Positioned the organization as preferred provider within target market, thereby increasing sales.

Adjunct Professor, Geography, Tourism and Hospitality Studies

- Curriculum taught:
 - THS 490-Airline Industry Topics; THS 490 Human Resources in the Tourism Industry; GEO 290 Geography of Tourism; GEO 291 Cultural Tourism; GEO 120 World Regional; GEO 220 Human Geography; GEO 244 Economic Geography; GEO 330 USA and Canada Geography

EDUCATION

MBA, International Business, Central Connecticut State University, New Britain, CT, 2001

BA, Geography, Central Connecticut State University, New Britain, CT, Summa Cum Laude

PROFESSIONAL ORGANIZATIONS

SKAL, Connecticut Chapter President
Connecticut/Westchester Business Travel Association

VOLUNTEER ORGANIZATIONS

Lighthouse Family Retreat, Pediatric Cancer