



# M. Sean Arena

SaaS President. Non-Profit Co-Founder. Board Director. Change Agent.

## Intro

Transformational leader with a proven track record of pioneering and executing successful business and technological innovations...

## Personal

Available upon request

## Social

[linkedin.com/in/arena](https://www.linkedin.com/in/arena)  
[twitter.com/seanarena](https://twitter.com/seanarena)  
[instagram.com/seanarena](https://www.instagram.com/seanarena)

## Professional Summary & Personal Highlights

25+ years of senior Marketing, Strategy, R&D, and P&L management experience  
Achieved record revenue and profitability milestones at present SaaS company  
Generated positive earnings growth throughout the entirety of the pandemic  
Co-founded industry non-profit in support of workers/businesses during Covid  
Conceived and delivered over a dozen strategic innovations in the past 15 years...  
Generating over \$350M+ in shareholder and enterprise value  
Franklin Covey Net Promoter Score 3X the industry average, 100% Glassdoor rating  
Proven leader in both large and small companies, established and startup LOB's  
Serving on three non-profit boards (TCU Marketing, Accelerate DFW, TravelScrum)

## Education

### Master of Business Administration

TCU (Texas Christian University)  
Fort Worth, Texas (1997-1999)

### Bachelor of Business Administration

TCU (Texas Christian University)  
Major(s): Marketing & Management  
Fort Worth, Texas (1993-1997)

## Areas of Expertise

- Portfolio Strategy
- Brand Marketing
- Talent Development
- P&L Management
- Sales Planning
- Product Management
- SaaS Scaling
- PaaS Enablement
- Research & Development
- Agile & Kanban
- Business Development
- Mergers & Acquisitions
- UX/UI Modernization
- Traveltech & Fintech
- Advertising/Public Relations

## Publications

[Enabling revenue management in the ground transportation industry](#)

[From big to small and small to big](#)

[What is <T/S>?](#)

[7 ways to cultivate innovation within a large corporation](#)

[Apps to Inspire the Way the World Travels \(webinar\)](#)

[Time to build applications that will move the world again](#)

[Reshaping online travel - hurdles & opportunities](#)

[Agent of the Future \(storyboard\)](#)

[Hack to the future](#)

## Experience

### President - Limo Anywhere

July 2017 - Current

- Lead industry's most popular SaaS platform with 5,100+ customers in 60 countries
- Consistently delivering strong financial results, 11% AAGR in EBITDA during tenure
- Improved product delivery velocity by over 300% including a 30% reduction in cost
- 45% reduction in attrition, 9% conversion improvement, 97% employee retention

### Executive Director, New Business Ventures - Sabre

January 2013 - July 2017

- Conceptualized, designed and executed successful strategy for Sabre Dev Studio, a ground breaking open end-to-end developer platform designed to accelerate the pace of innovation in the travel industry.
- Responsible for driving 175% revenue growth year over year, exceeding acquisition targets above 100%; highest margin LOB in the organization.



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## Technical Proficiencies

- JIRA
- Confluence
- InVision
- Balsamiq
- Excel
- Powerpoint
- Word
- Thinkific
- TeamGantt
- Adobe XD
- Photoshop
- Sketch
- Canva
- GoodBarber
- Figma
- ProTools

## References

Available upon request

## Hobbies & Interests

- Tech Entrepreneur
- Music Composer
- Philanthropist
- Mentor/Advisor
- Travel Enthusiast

## Experience (Continued)

### Director, Corporate, Leisure, & OTA Strategy - Sabre

December 2009 - January 2013

- Successfully executed annual product investment plans and marketing strategies that resulted in customer retention rates of over 95% and the conversion of over 5 million incremental travel bookings.

### Director, Point of Sale & User Experience - Sabre

March 2006 - December 2009

- Led a series of successful product launches supporting a portfolio used by 400,000 travel agents worldwide that generated over \$20B in sales.
- Restructured UX team, tools, and processes resulting in a 3X increase in productivity/throughput for all prototypes and design work.

### Principal, Leisure Product Marketing - Sabre

January 2003 - March 2006

- Grew AgentStream membership by 300%, grew Agent59 sales by 400%, launched Sabre Cruises (soon after a top 10 most frequented travel agency web site), launched TripTailor (soon after a top 20 tour operator in North America, with over 40,000 booked passengers).

### Principal, VirtuallyThere & Integrated Media - Sabre

March 2001 - January 2003

- Developed Sabre's integrated media strategy, designed and implemented Sabre's destination marketing program, and constructed a comprehensive business plan for VirtuallyThere - the results of which contributed towards driving \$2M in annual revenue.

### Marketing Senior, Airline CRM - Sabre

September 2000 - March 2001

- Developed CRM Business Plan for Sabre's airline customer segment. Routinely developed and presented CRM business proposals for both international and domestic airlines.

### Sales Planning Analyst, Airline Associates - Sabre

May 1999 - September 2000

- Identified \$4.5M annual incremental revenue opportunities in mid-tier customer base; formulated 30 tactical solutions that would aid the account management process.

### Past Internships & Sponsored Projects

1993-1999

- Sabre, Alcon International, TCU Graduate Assistant, EnerSource Capital, GTE