



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

E-mail, address, phone number
available upon request

Social

[linkedin.com/in/arena](https://www.linkedin.com/in/arena)
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 Management
- Strategic Marketing
- Business Development
- Brand Marketing
- SaaS/PaaS Scaling
- Mergers & Acquisitions
- Talent Development
- Product Management
- UX/UI Modernization
- P&L Management
- Research & Development
- Traveltech & Fintech
- Sales Planning
- Agile & Kanban
- 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 5,500+ customers in 60+ countries
- 100%+ top line revenue and EBTIDA growth, boarded \$1B+ in payments over past 2 years
- 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
- Visio
- Confluence
- Adobe XD
- InVision
- Photoshop
- Balsamiq
- Miro
- Excel
- Canva
- Powerpoint
- GoodBarber
- Word
- Figma
- Thinkific
- 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