


MARTHA LISA TRONCOZA

 (818) 439-9464 marthatroncoza.com, www.linkedin.com/in/martha-troncoza-2161742
 martha.troncoza@pepperdine.edu

EXECUTIVE SUMMARY

Innovative, customer experience executive who designs, implements and improves customer experiences across the organization. Expertise in developing and implementing new customer initiatives by improving customer satisfaction, loyalty, acquisition and profitability. Entrepreneurial, strategic thought leader with expertise in multiple areas including marketing, inventory management, revenue management, operations, IT and finance. Seeking a career in academia and utilizing existing business skills in research.

PROFESSIONAL EXPERIENCE

VIKING RIVER CRUISES, INC. | Woodland Hills, CA **2007 – 2019**

Vice President – Air Operations (2008 – Present); Business Solutions (2014-2016)

Director – Air Operations (2007-2008)

Manage the Air Operations business unit including customer service, automation, budgeting, modeling, contracting and call center. Lead and managed the database and CRM business unit.

- Grew department from 7 to 150 agents and improved employee efficiency ratio from 11% to 2%
- Increased budget management responsibility from \$28M to \$400M+
- Grew net revenue from \$4M to \$100M and developed incremental revenue of \$25M in incentives
- Developed new customer service programs and changed efficiency from 5% to 60% through automation
- High level analysis and modeling using excel, SQL and dashboards
- Lead companywide initiatives: first ever learning management system and leadership training, company philanthropic initiatives, employee engagement committee, CRM development

PRINCESS CRUISES & CUNARD | Santa Clarita, CA **2000-2007**

Manager – Market Planning & Yield Management (2005-2007)

Directed a team of analysts in pricing, product development, inventory, revenue management and forecasting

- Managed yield and revenue for all Cunard sailings including annual pricing and travel agent product offerings
- Conducted analysis including currency rate changes, data warehouse reporting, and enhanced pricing models

Manager – Air Planning (2003-2005)

Specialist and Analyst – Air Planning (2000-2003)

Managed a team of analysts for strategic planning for the air department

- Developed exclusive partnerships with suppliers
- Conducted analysis including data warehouse development and reporting, modeling, cost efficiencies and reductions and other strategic initiatives

SINGAPORE AIRLINES | Los Angeles, CA **1996-2000**

TRANS WORLD AIRLINES | Los Angeles, CA **1992-1996**

Reservation Agent, Customer Service and Tariff Rate Desk Agent

Support the operations, airport ticket offices, travel agents, sales and other departments in airline tariffs.

- Manually calculate pricing for complex itineraries using tariff rules and round the world journeys
- Monitor, coach and evaluate new hires
- Manage and resolve customer service issues

EDUCATION

Pepperdine University | Malibu, CA **2005-2007**
Masters of Business Administration - Finance

California State University | Northridge, CA **2000-2003**
Bachelor of Science - Psychology

CERTIFICATES

Gallup-Certified Strengths Coach | Seattle, WA **2020**

Harvard University -Kennedy School | Cambridge, MA **2014**
Certificate – NHLI *Executive Leadership Education*

NHLI Washington DC Certificate – <i>Executive Leadership Program</i>	2014
Center for Creative Leadership San Diego, CA Certificate – <i>Leadership Development Program (LDP)®</i>	2014
Glendale Community College Glendale, CA Computer Programming (pending) – Information Technology	2004-2005

WORKING PAPERS & Awards

Lemon, K, Miller, C, Sajtos, L, Salas, J, Troncoza, M, Ostrom, L (2018) “*Experiences in Succession: An Analysis of Longitudinal Consumer Upgrading with Hedonic Experiences*”

RECOGNITION

Personal Business Article:

- Sabre Network: “Viking_River_Cruises_Sabre_Success_Story”
- Hispanic Executive Magazine: “Elegance Aboard Viking River Cruises”
- Hispanic Executive Magazine: “Giving Back Beats Going on a Cruise”
- USTOA: “USTOA Sees Cause for Optimism at Decade’s End”
- Travel Technology: Designed and built with supplier
- Travel Weekly Awards: Event
- 2012 USTOA airline roundtables in Washington D.C.

Awards:

- 2016 Community Award, Women of Substance Men of Honor
- Best Sales Track Paper 2017 Summer AMA Conference “For the Good of the People: Examining Transformative and Hedonic Service Experiences”
- PhD Project attendee
- NSHMBA scholarship 2002
- Three time - deans honor roll

Leadership & Philanthropy:

- National Hispanic Leadership Institute and Department of Juvenile Justice Workshop
- Harvard Kennedy School “who do you serve”
- Leadership and life journey, hosted by Desarrollo Vital Positive Solutions

Teaching

Pepperdine University, Graziadio Business School MBA & MSBA Programs

Marketing, Pricing (Adjunct)

Marketing, Analytics (Adjunct)

Sprg/Fall 2019

Sprg 2020

NON-PROFIT LEADERSHIP

US Tour Operators Association: Government & Industry Affairs Committee

2014 - 2019

Tourism Cares: Board Member; Executive Committee– Treasurer

2015 - Current

Women of Substance & Men of Honor: Volunteer including workshops, mentoring, consulting

2015 - Current

SKILLS AND INTERESTS

General Software: MS Office Suite, Data Warehouse/Business Object Applications, CRM

Travel Software: Sabre, Quickres, Yield Management System, Rightrez, Trams

Programming Languages: Java, C/++, Oracle/SQL

Interests: Extensive travel including 136 cities, 58 countries, 6 continents and 32 cruises; local community volunteer work and youth mentoring; running 5K's and cycling; continued education including technology and business