

Traci Mercer

As the Senior Vice President, Global Lodging Ground and Sea, for Sabre Travel Network, Traci is responsible for managing the strategic direction, commercial conversations, supply relationships and growth for lodging, car rental, cruise & rail providers that participate in Sabre's global travel marketplace. She has done numerous speaking engagements in the travel and technology space including at GBTA, Phocuswright, and The Beat Live. Traci serves as a Phocuswright LeadHER and in 2019 was named "Influential Women of the Year" at the WINiT Awards.

She joined Sabre from Hootsuite Media where she led global growth as the global vice president of Online Revenue & Growth. Traci is a dynamic and data-oriented leader and brings more than 15 years of travel industry experience. This includes 10 years at Expedia, Inc. in various leadership roles related to business strategy, general management and sales/account management in North America and Asia-Pacific. Before joining Expedia, she got her start in travel with Hilton and Red Lion Hotels in the Pacific Northwest.

Traci graduated Magna Cum Laude with a bachelor's degree in Communication Studies from Eastern Washington University and an MBA from Washington State University. When not working, Traci enjoys staying active, traveling and spending time with her husband and their English Bulldogs.

Contact data

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Senior Vice President, Global Lodging Ground & Sea
Sabre Travel Network



Event

[3rd EDITION: GENDER EQUALITY IN TOURISM: Female Leadership in Travel Technology – why not?](#)

Thursday, March 5, 2020, 13.00 - 13.30

Palais am Funkturm, ITB Convention Awards

[Travel Experiences Of The Future: Tailored, Data-Based, Relevant](#)

Friday, March 6, 2020, 11.00 - 11.45

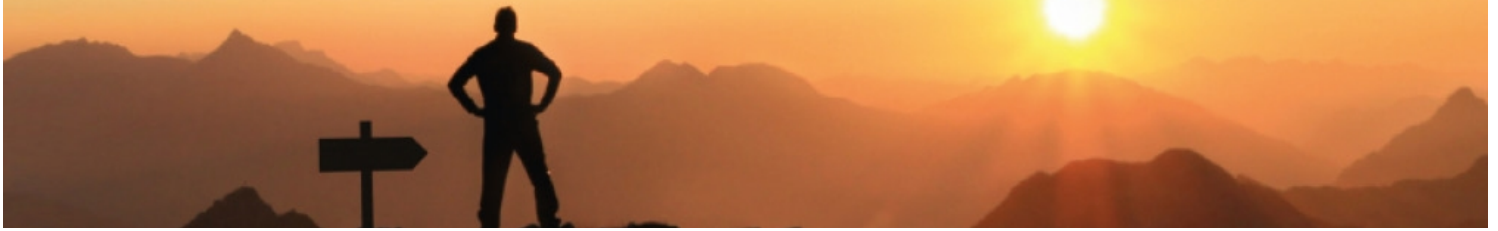


SPEAKERS



ITB
BERLIN

The Leading
Travel Industry
Think Tank
CONVENTION



CityCube Berlin, Hall A4/A5

Official Partner Country
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



**EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN**

Kurzfristige Änderungen vorbehalten.