



## 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.

## Kontaktdaten

### Traci Mercer

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



## Veranstaltung

### [3. EDITION: GENDER EQUALITY IM TOURISMUS: Weibliche Führungskompetenz in Travel Technology – warum nicht?](#)

Donnerstag, 5. März 2020, 13.00 - 13.30 Uhr  
Palais am Funkturm, ITB Kongress Awards

### [Reiseerlebnisse der Zukunft: maßgeschneidert, datenbasiert, relevant](#)

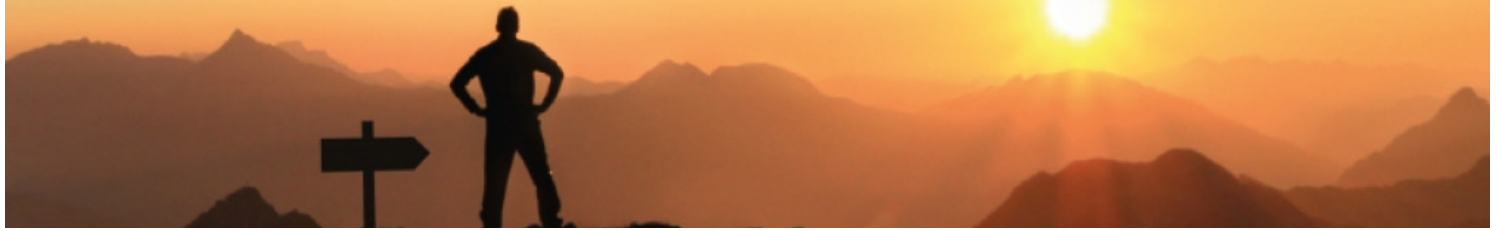
Freitag, 6. März 2020, 11.00 - 11.45 Uhr

# REFERENTEN



**ITB**  
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The Leading  
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**CONVENTION**



CityCube Berlin, Saal A4/A5

Official Partner Country  
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Co-Host ITB Berlin Convention 2020



**EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN**

Kurzfristige Änderungen vorbehalten.