
MARK LENAHAN

SOFTWARE PRODUCT MANAGEMENT & TRAVEL TECHNOLOGY SPECIALIST

INDEPENDENT CONSULTANT

FEBRUARY 2016 ONWARDS

- Customer journey analysis / customer loyalty.
- Travel and loyalty technology - industry and market training.
- Writing, speaking, and debating on technology and travel since 2005.
- Coaching / advice on software product management and product marketing.
- Functional architecture & design – bespoke solutions or mass market software.
- Vendor evaluation, RFP/RFI composition.

For full catalogue of services, upcoming industry events and recent publications please see <http://marklenahan.com/>

VP OF PRODUCT STRATEGY AT OPENJAW TECHNOLOGIES

AUGUST 2006 TO NOVEMBER 2015

Product manager for airline & transport products and services, eCommerce and call centre. Subject matter expert in airline eCommerce and reservation (PSS) systems, travel distribution, loyalty programs, call centre sales and servicing, hotel reservations, air and ground ancillaries.

Role included: market research, product strategy, product definition, product marketing, roadmap validation, public speaking, pre-sales support (RFI/RFP response, requirements analysis, and solution design). Also worked on staff development including mentoring and delivering an in-house business/market training program.

Consulted on multiple customer projects including: British Airways Holidays, Airmiles (Canada), Color Line (Ferry & Cruise), SNCF, Asia Miles and Cathay Pacific. Worked on acquisition and integration of OpenJaw by GuestLogix (pre & post transaction).

INTEGRATION MANAGER AT SITA

AUGUST 2003 - JULY 2006

Post-acquisition of Eland - Product Manager for SITA Integration Platform. Subject matter expert on airline reservations systems and legacy communications protocols. Responsibilities included: architecture, definition, roadmap and planning, technical sales support, P&L and business case, RFI/RFP responses. Also worked as integration manager to help define enterprise/product integration and product rationalisation strategy, as well as playing a direct part in a number of large customer (airline) bids including China Southern and Malaysia Airlines (PSS migration).

SYSTEM ARCHITECT AT ELAND / VTI

MAY 1999 - AUGUST 2003

Product architecture and design, solution design, technical sales, project delivery. Customers included United Airlines, Sabre (Travel Network / GDS), Star Alliance, and Lufthansa Systems. Product manager for "Runway" platform.

SENIOR DEVELOPER / CONSULTANT AT VTI

AUGUST 1995 - MAY 1999

Requirements analyst and software engineer for call centre and travel service solutions for travel agencies and airlines. Customers included large TMCs such as American Express and Rosenbluth. Windows C/C++ development, "VTI-Link".

PROGRAMMER AT IRISH LIFE ASSURANCE PLC

SEPTEMBER 1989 - AUGUST 1995

Life insurance, pensions and investments. Mainframe development (MVS, CMS, CICS, PL/1, JCL, Rexx, TSO), developer support and dev tools. Client server migration and development (VB, C++). Also provided developer training in C/C++.

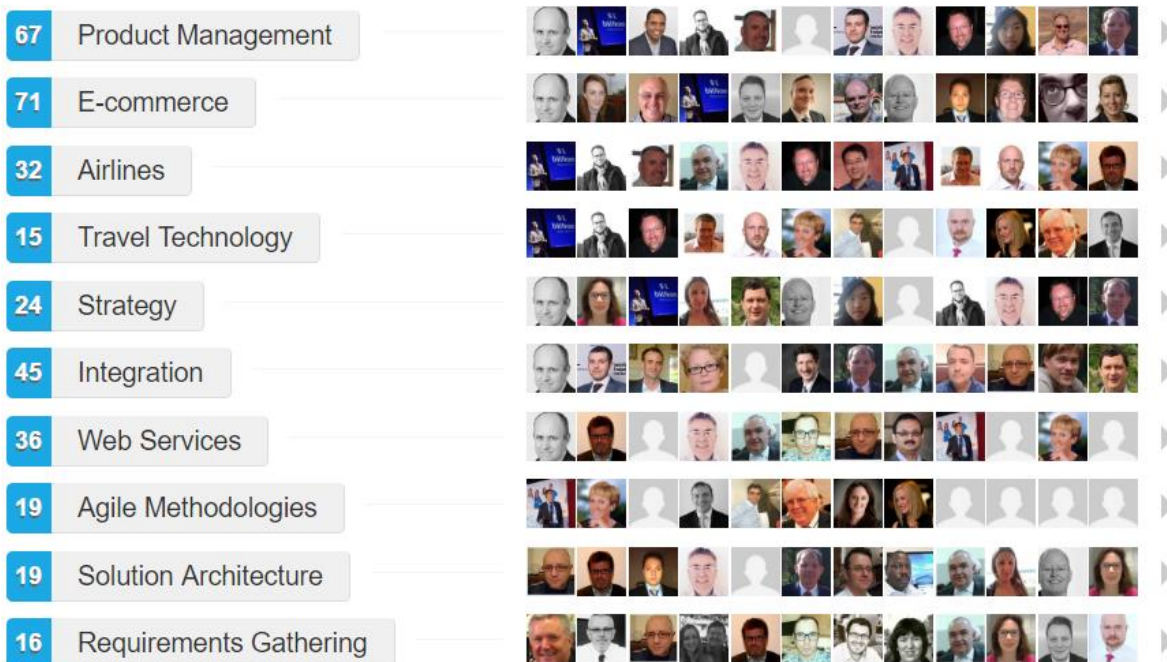
EDUCATION

TRINITY COLLEGE DUBLIN

SEPTEMBER 1990 – JULY 1994

BSc in computer science (evening).

AS RATED BY OTHERS (LINKEDIN ENDORSEMENTS)



Please check LinkedIn - <https://ie.linkedin.com/in/marklen> - for more detail on prior positions, industry involvement, samples of my work, and written references.

PERSONAL DETAILS

Born in London in 1971, grew up in Ireland, lived in Brighton, Miami, and now Dublin. Married to Andrea Leite Marques from Brazil, no children, one dog. Long distance runner (7 marathons).

Note: I love travelling but need to reduce the amount of consecutive nights I spend away from home for the next few years.

CONTACT DETAILS

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