

## **Kathy Misunas – PROFILE**

Kathy Misunas currently serves as an advisor and Board Director to various businesses, and acts as a principal of Essential Ideas, a consultancy specializing in the global travel & tourism, technology, and consumer e-retailing fields. She most recently led brandwise, a comparison shopping and purchasing Web business which offered consumers a personalized shopping experience for home durable goods, as well as information and technology products for retailers and manufacturers.

Previously, Ms. Misunas was CEO of Reed Travel Group, formerly part of Reed Elsevier plc, a global publishing enterprise. During her tenure at Reed, Ms. Misunas oversaw several businesses including publications such as OAG, Travel Weekly and Weissmann Travel Reports – as well as technology, services and marketing units such as TravelNet, Utell International and ABC Corporate Services. She also served on the Executive Committee of the World Travel & Tourism Council (WTTC), a global coalition of more than 100 CEO's from all segments of the travel and tourism industry, is a lifetime member and was a Trustee of ICTA (currently the Travel Institute), and participates in The Research Board as an alumni member.

Ms. Misunas, a CTC, started her career as a reservations sales agent for American Airlines in Washington, D.C., and quickly moved into the newly created AA marketing organization which supported the sale and implementation of the Company's SABRE computer system to the retail distribution network of travel agents and related suppliers. Advancing through the SABRE organization, she served in worldwide sales, service, operations, and business/product development positions. In 1988 Misunas was named an Officer of the company and President of the SABRE Travel Information Network. In that role, Ms. Misunas created a high-impact marketing team and established business locations and relationships throughout the Americas, Europe and the Pacific Rim. She was appointed President and CEO of The SABRE Group and SVP/CIO of AMR Corporation in 1993.

A sought-after speaker and business commentator on travel and technology, Ms. Misunas has addressed large business audiences in North America, Europe, Asia/Pacific Rim and Latin America. She also has conducted guest lectures at major academic institutions such as Harvard, Cornell, New York University, MIT and Pennsylvania State University; and co-authored a book entitled Multi-Channel Distribution: The Essential Guide, as well as various business and academic articles.

She currently serves as board Director at Tech Data Corp in Clearwater, FL and id90t in Los Angeles, CA. As well, she is an advisor for several businesses, councils and academic institutions. Prior Director roles in both public and private companies include Travelocity.com, Canadian Tire Corporation, American Airlines Credit Union, Saturn Reservations Systems, ezRez Software, Imbot, and Genispace. She is a member of the National Association of Corporate Directors, as well as Women Corporate Directors.

Long active in charitable causes, Ms. Misunas served as AMR's Chairperson for Muscular Dystrophy, and established specific health awareness programs for women as part of her work for the Susan G. Komen Foundation in Dallas, TX. She volunteers with New York Cares, and actively supports various charities. In 1992, she was awarded the YMCA "Woman of the Year" title, and holds various awards such as CRS Person of the Year.

Her passion for the outdoors has taken her to the summit of Kilimanjaro, the finish lines at the Chicago, Paris and New York Marathons, and most recently treks to Mount Fuji, the Alps, Everest Base Camp and the Peruvian Andes.

Ms. Misunas attended Moravian College, majoring in French and Political Science and studied French at the Alliance Francaise in Paris. Her academic background also includes advanced business curricula at American University, and Executive courses at the University of Virginia's Darden School and the University of Pennsylvania's Wharton School. She has also participated in Director education at Harvard Business School and The University of Georgia. Ms. Misunas resides in New York City.

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