



Joined Emirates
as Travel Industry Centre of Excellence Business
Consultant

 Aug 1995

Jan 2009 (13yr 8mth)

I contributed to the team as a Travel Industry
Centre of Excellence Business Consultant.

SELECT SUCCESS STORIES - FELLOW INST. T.T.

INDUSTRY VERTICALS: AVIATION, AEROSPACE, IATA, HOSPITALITY, TRAVEL, TOURISM & TRANSPORTATION



North America



Europe



Latin America



Middle East



Asia



Australia

GLOBAL TRACK RECORD CONTINENTS X6 INCL. AFRICA & G.C.C.
50+ B2B, B2C & C2B BRANDS
CUSTOMER EXPERIENCE, CRM LOYALTY ECOSYSTEM
ALL INCLUSIVE LEADER, MENTOR & COLLABORATOR



My Story



Giselle

The Seven Sands of the "Emirates" continues to be the Best "Can-Do" Teacher. Appointed in a niche role "Travel Industry Business Development Consultant" to Lead & Co-Create Emirates' 1st COE

Global Network Strategy-Innovation, Evolution & Customer-Brand Loyalty



Bringing a "Passion & Career" together!

emirates.com

When was the last time, you did something for the first time and made it last a lifetime?

⚡ B.A. Economics, IATA PSS Advanced Diploma, Villanova University(USA) Professional Education



"Airline of Firsts" - Enabling the Brand.

(Fly)Emirates & (Fly)Dubai "Keep Discovering"
 Leader-Mentor: Appointed by: EVP-SVP-DVP
 Emirates-Commercial, Emirates-Skywards &
 Emirates Group (Brand, Customer Experience,
 CRM-Loyalty, Data, Revenue Integrity, Digital IT)

Customer Loyalty - CRM in 1999-2000

Led the PSS [Transformation]
From "Passenger" Services Systems
To "Customer" Loyalty & Customer Relationship
Management - CRM & CLP Brand

⚡ Commercial Ops Lead Mentor And Business Consultant
Collaborates With Richard Cobb Sean Taylor Nigel Hughes
And Rob Broere [SVP EK IATA StB Chair] Brian Labelle [SVP
CEO - Skywards] Reporting To Ghaith Al Ghaith [EVP EK &
CEO Fly Dubai]



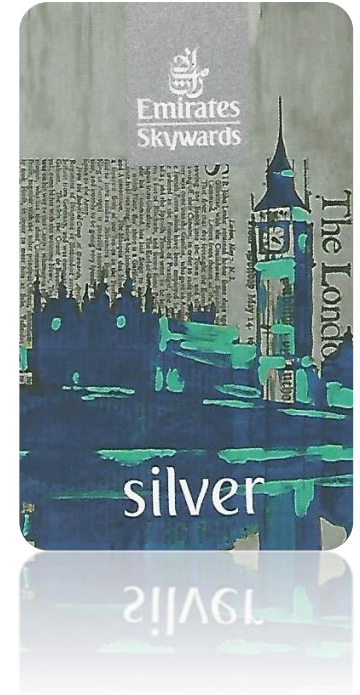
2000

⚡ ILM City & Guilds & Emirates Aviation University C-Level
"Hands-On Servant-leader" Business Innovation
Leadership Mentoring

1st Skywards member, Launched Skywards Frequent-Flier FFP, CRM-CXM

1996-2000 Commercial Leader and IATA-EK
Champion Mentor @ UAE, UK, Europe, South Africa,
Australia, APAC, SASC, SEA, MEA & GCC.

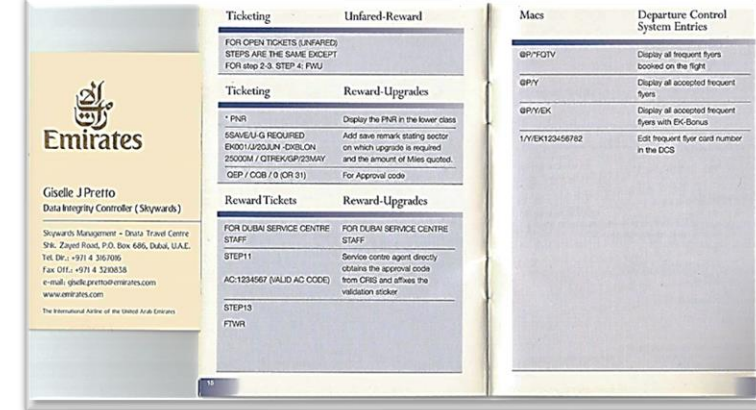
⚡ Transformation From Call Centre To Contact Centre
(Emirates) And Integration With Emirates Skywards
Operations And Service Centres X5 Central Hubs[Customer
Geographies & Segmentation]



Introduced eTicketing to the MiddleEast & Emirates Global Network (22M Customers)

Led, managed and executed Emirates eCommerce strategy included eTicketing, Automated Ticket and Boarding Pass ATB2 Rollout (Pilot Dubai, London, Melbourne) & CUSS [Self Service Kiosk Experience] Global Network IATA-compliant [2003-2008]

2001



ATB system successfully implemented

Industry Travel has successfully implemented the Automated Ticket and Boarding Pass (ATB) system for all staff passengers. Many staff will have received the new format of the travel document instead of the previously issued thin "TAT" tickets.

The automated Ticket and Boarding Pass is a passenger specific document that contains a magnetic strip that can be read by a swipe reader. The data contained in the magnetic strip helps to streamline check-in and back office processes. ATBs, and eventually e-tickets, will not only bring about greater efficiency but, over time, will also result in significant cost savings.

Please be aware that there has no change to the Check-in process i.e. staff passengers check in the same way as before with paper tickets.

ZED Agreements:
Emirates has concluded an economy subload ZED (ZM) agreement with Oman Air (WY) for staff/retiree, spouse, children under 21 years of age.

Taxes on departure: Example Air India (AI)
Almost all carriers apply an "insurance surcharge" for travel on their services. Many of the carriers accept these taxes at the time of ticketing, whereas some airlines .



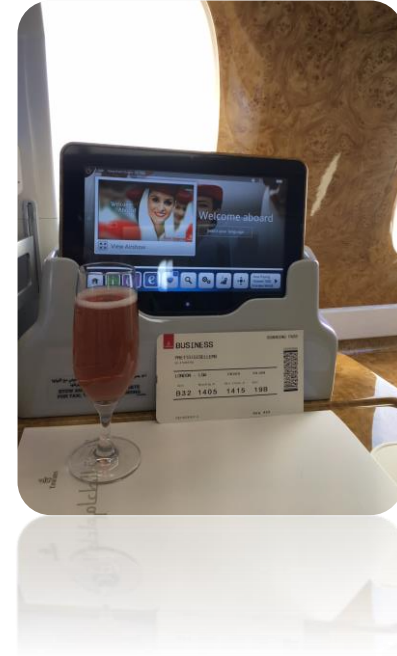
The team responsible for ATB implementation (left to right): Giselle Pretto, Industry Travel Officer; Rob Broere, Technical Systems Manager - Passenger Svcs. Systems; Santosh Kumar, Industry Travel Operation Manager; Louis Fernandes, Industry Travel Consultant; Vinita Venugopalan, BSG Controller; Baba Yerra, Industry Tariffs Manager (ITM); Mohd Kasim, Technical Support Manager - Fares, Ticketing, EDI, Standards & Interline; Anita Justus, Business Travel Suptd. - Services & Interline; Anita Justus, Business Travel Suptd. - Services & Interline

2003

Big Data, Ancillary & Digital Strategy

Industry 1st: Digital ICE, Digital A380, Digital B777, Dubai Ecosystem Evolution Strategy included Fly Emirates - Fly Dubai Hub and Spoke "open-skies" strategy. Comparable Models: LHR/HKG/SIN/FRA Gateway-Cities, Full Service, Long Haul Low Cost, Air to Ground & Nose to Tail, Routes-Pricing-Fleet-CRM aviation models.

⚡ B777 Long Range - LHLC Airline Modelling, A380 Super Jumbo - LHLC Airline Modelling, Set Up An IATA Industry 1st Data Integrity CRM & Revenue Business Profit Centre Under Skywards EK Ecosystem In 2005



2007

Next Gen Boeing B777, Super Jumbo Airbus A380 Entry into Service, Global Network (USA-NYC EK Launch)

⚡ Accountable To DVP EK For Brand Customer Experience & Digital Technology



Meet the world
at 40,000 feet

2010

UK Career Highlights - BCD Travel, Virgin Atlantic Brand (Virgin Cargo, Virgin Holidays, Gatwick)

Responsible for the most strategic, most expensive and never been done before programmes and initiatives, M&A Brand Strategy-execution. **Virgin Atlantic's Airline, Airport, Cargo, Engineering, Flight Crew Business IT Critical PSS Operations** Customer Relationship Management Architecture**Boeing B787 Dreamliner EIS **Set Up the 1st Digital Aerospace*eEnabling Data B2B and B2C Ecosystem in UK@Virgin in 2013**

⚡ Program And Project Management And Advanced Business Analysis, Set Up Virgin Atlantic's 1st Centre Of Excellence Practice (Reported To The CIO), Achieved Milestones And Delivered Cost-savings Provided A Life Line And Anchor (Leader Mentor Manager Collaborator)



Inmarsat, Cosmos Holidays, SITA, Voxel Group

Aviation Operations Manager ** Principal Partner**
PSS Customer Experience & CRM
C-Level Business Strategy Enabler
Data, Digital, Process, B2B Commerce Channels
B2C Command Centre
[An Industry 1st @ Inmarsat]
⚡ ECommerce, Digital ERP Fintech Platforms, IATA StB
NDC One Order Merchandizing



CUSTOMER EXPERIENCE VALUE PROPOSITIONS BRAND LOYALTY RETENTION PRODUCTS



INNOVATION, EVOLUTION & TRANSFORMATION – AN **EMIRATES CASE STUDY**

FLY **EMIRATES** – FLY **DUBAI** – FLY **GLOBAL**

✈ BRAND STRATEGY – 2021+ INNOVATION

✈ CUSTOMER EXPERIENCE ECOSYSTEM

✈ BUSINESS DEVELOPMENT – M&A, SPORTS, CULTURE

✈ DIGITAL RETAIL PLATFORMS & DATA PORTFOLIOS

✈ ECOMMERCE, MOBILE CHANNEL MANAGEMENT

✈ COOPETITION RELATIONSHIP MANAGEMENT

✈ CO-BRANDING PARTNER COLLABORATION

✈ B2B & C2B LOYALTY EVOLUTION – 2020 & BEYOND

ETICKETING, ATB2, EMD, CUSS, StB-PSS, IOT,
BIOMETRICS, NDC, CRM, ERP, CXM, BI, AI

✓ CUSTOMER LOYALTY 80/20 BUSINESS MODELS

✓ FREQUENT-FLIER MILES V/S RETAIL POINTS

✓ RETAIL CUSTOMER EXPERIENCE EVOLUTION

✓ BENEFITS: 22.7M CUSTOMERS [EK]

✓ SAVINGS PER CUSTOMER: \$12 - \$15

✓ PILOT : DUBAI, LONDON, SYDNEY, FRANKFURT

✓ GLOBAL ROLL OUT (1998 – 2009*2017)

✓ RETAIL, ROUTE, LOW COST, LONG HAUL, OEM

INFORMATION COMMUNICATION ENTERTAINMENT

ICE 2008 - 2017

GLOBAL CONNECTED TRAVELLER & RETAIL CUSTOMER

“A CUSTOMER EXPERIENCE CASE STUDY”

RESPONSIBLE AND ACCOUNTABLE FOR THE DIGITALISATION OF THE 1ST EMIRATES RETAIL VALUE PRODUCT AND DIGITAL CUSTOMER PROPOSITION

1ST SUPER JUMBO A380(EIS) & THE 1ST NEXT GEN B777(EIS)

ACCOUNTABLE FOR EK'S 1ST DIGITAL CUSTOMER EXPERIENCE (ICE LAUNCH 2008).

SEP, 2017: 9TH CONSECUTIVE YEAR, “ICE” WINS BEST “EXPERIENCE” AWARD @APEX 2017, L.A. USA

(CROSS REFERENCE **PATRICK BRANNELLY'S – DVP EMIRATES & ADAM C ATTACHED REFERENCES**)

RESPONSIBLE FOR (A) USA LAUNCH (B) GLOBAL NETWORK SALES, CXM, DATA REVENUE INTEGRITY STRATEGY

- (1) EMIRATES BRAND EVOLUTION, EMIRATES SKYWARDS RETAILING & ANCILLARY CHANNELS
- (2) EMIRATES 50+ BRAND VERTICALS, CUSTOMER RETENTION & CUSTOMER EXPERIENCE MODELS
- (3) GLOBAL BUSINESS MENTOR AND EMIRATES / IATA PSS AUTHOR & EXAMINER (SOP & QRG)

MARKED CONFIDENTIAL. DISTRIBUTION RESTRICTED. ALL RIGHTS RESERVED © GISELLE PRETTO 2017





Bronze Award

Presented to

Giselle Pretto

Department: Skywards - Dubai

Staff No: 119431

Giselle has shown initiative and drive in the launch of e reward tickets. Coordinating with the various sections ensured that we launched e rewards in a very short span of time.

Together with her own work on out of sequence and cross border issues, Giselle has organised and conducted training for the Service centre staff in Dubai.

Name & Designation: Brian Labelle - VP Skywards Date: 09-Mar-2005

دنانا
Dnata

THE EMIRATES GROUP

Emirates

Emirates

dnata

The Emirates Group

Business Type

A to Z

- ▶ 7he Sevens
- ▶ Al Maha, a Luxury Collection Desert Resort & Spa
- ▶ Alpha Flight Group Ltd.
- ▶ Arabian Adventures
- ▶ Arsenal Soccer Schools Dubai
- ▶ Calogi
- ▶ Cargo Partners
- ▶ City Sightseeing Dubai
- ▶ Congress Solutions International
- ▶ dnata
- ▶ dnata Contact Centres
- ▶ dnata-PWC Airport Logistics LLC (DPAL)
- ▶ Dubai Marriott Harbour Hotel & Suites
- ▶ Emirates
- ▶ Emirates Aviation University
- ▶ Emirates CAE Flight Training
- ▶ Emirates Engineering
- ▶ Emirates Flight Catering
- ▶ Emirates Group Security
- ▶ Emirates High Street
- ▶ Emirates Holidays
- ▶ Emirates Holidays UK
- ▶ Emirates Leisure Retail (ELR)
- ▶ Emirates One&Only Wolgan Valley
- ▶ Emirates SkyCargo
- ▶ Emirates Skywards
- ▶ EmQuest
- ▶ En Route International Ltd
- ▶ Freightworks
- ▶ Gulf Ventures
- ▶ Le Meridien Al Aqah Beach Resort
- ▶ marhaba
- ▶ mmi
- ▶ mmi travel
- ▶ Premier Inn
- ▶ SDV-UAE LLC
- ▶ Sirocco
- ▶ Transguard
- ▶ Transguard Group

Emirates

Service Excellence Award

Presented to

Giselle Pretto - Industry Travel

for relentless efforts and contribution
in the implementation of the
ATB2 and Electronic Ticket products
for Emirates during the year 2003/04

Executive Vice President
Commercial Operations Worldwide



**“THANK YOU
for engaging in this
VISUAL Story-Telling”**



LETS “COLLABORATE TO EMPOWER” ©

"When was the last time, you did something
for the first time and made it last a lifetime?"

Mobile: +44(0)7809747354

GISELLE PRETTO
Principal Consultant

Principal Consultant
GISELLE PRETTO