Jacqueline Nunley

Austin, TX | jtsnunley@gmail.com | linkedin.com/in/jacquelinesnunley | jtsnunley.com

PROFILE

Travel, transportation and hospitality strategist with 20+ years in product, go-to-market and strategy roles on the industry's systems of record, from Opera PMS at Oracle Hospitality and the booking engine at Sabre to revenue management at Duetto and CRM, data and AI agents at Salesforce. Sets global TTH industry strategy at Salesforce across three sub-verticals and 22 sub-segments, advises airline and hotel executives on agentic AI, and maps agent workflows with account teams. Hands-on with LLMs: writes assessment rubrics, reusable skills and evidence checks, and runs them on live accounts.

AGENTIC AI WORK

- **Agent workflow design.** For global hotel accounts, mapped agent workflows across retailing, concierge and operations personas, designed for front desk operations: today's process, the agentified process and the actions the agent takes. The results govern each element of the staff-facing guest view and change what front desk staff say or do in the next sixty seconds.
- **Assessment framework.** Wrote 11 hospitality-specific agentic architecture rules and combined them with 12 platform-agnostic rules into a 23-rule account assessment with a tiered evidence policy. Run on enterprise hotel groups to score their readiness for agentic architecture.
- **LLM workflows.** Build and maintain reusable LLM skills for account assessment, half-year industry analysis and annual industry strategy, built around source verification, tiered evidence grading and pass/fail checks before output is released.
- **Industry standards.** AHLA Global Technology T100 advisory board member and active member of the AHLA/HTNG Distribution Architecture Readiness Task Force. Co-authored the AI Distribution Readiness Playbook for independent hotels and its companion standards brief.

AFFILIATIONS & PUBLISHING

- AHLA Global Technology T100, advisory and working group member. Independent Lodging Congress, Advisory Board member. Former Chair, HTNG Marketing and Commercial Technologies pillar (2020). Former Advisory Board member, Cornell Center for Hospitality Research.
- Speaker at Dreamforce, HITEC, HSMAI, GBTA, Salesforce Connections, ILC and Forward Together, including the Travel & Hospitality segment of the Dreamforce 2019 keynote.
- Author, The Hospitality Blueprint (Substack), on agentic AI in travel and hospitality. Published in Skift, through Cornell's business school and on the HospitalityNet World Panel on AI. Founder, JTS Nunley Advisory.

EXPERIENCE

Salesforce Global Industry Strategist, Travel, Transportation & Hospitality — Nov 2024 – Present

Global point of contact for TTH industry strategy across three sub-verticals and 22 sub-segments, working with sales, product and Revenue Operations in every region.

- Run global Customer Advisory Boards with the industry's leading operators and bring their AI, distribution and technology priorities back to product teams.
- Develop the annual industry strategy: define three to seven growth paths per industry, test them with field leaders and advisors, and quantify them against operations data.
- Lead the global sub-segment remapping with Revenue Operations that sets how airlines, hotels, OTAs, TMCs, cruise and alternate accommodations are structured for territory design and quota alignment.
- Produce competitive intelligence for AVP and RVP sales leaders on AI agent platforms and distribution-layer MCP deployments, including an evidence register that grades each claim by basis and confidence.
- Built Salesforce's two-day TTH Industry Summit in Munich as sole organizer: agenda, partner and customer speaker program, and keynote show flow for a mixed seller, customer and partner audience.
- Report industry performance to the ELT, COO Distribution and CRO.

Salesforce Director, Industry Advisor, Travel & Hospitality — Feb 2022 – Nov 2024

- Built $40.2M+ in marketing pipeline and supported a $375M+ ARR vertical with deal support and industry go-to-market design across 10 sub-segments.
- Coached sellers and solution engineers in every region on TTH sales plays, use cases and competitive positioning.
- Turned industry requirements into product blueprints and use cases, and took feature requirements from the field to Product teams.

Salesforce Head of Hospitality Aug 2020 – Feb 2022

- Achieved a 29% revenue increase and 32% growth in average deal value year over year as go-to-market lead for the travel and hospitality vertical.
- Worked directly in enterprise customer engagements with account executives and managed global go-to-market rollouts for the vertical.

Salesforce Senior GTM Manager, Travel & Hospitality Jul 2018 – Aug 2020

- Set sales process methodology, qualification criteria and stage definitions for multi-party enterprise hospitality deals.

PRIOR EXPERIENCE

Duetto Research Director of Strategy Las Vegas, NV | 2016 – 2018

- Built the go-to-market structure, vertical strategy and territory model for a revenue management SaaS platform. Wrote the sales plays and technical integration requirements used to win enterprise hotel accounts. Grew revenue 25% and market share 15% in year one.

Self-employed Independent Consultant London, UK / Austin, TX | 2015 – 2016

- Revenue strategy at Commune Hotels: beat annual targets by 117%, contributing $5M+. Led a nine-month B2B/B2C research project at Builder Homesite on the new-construction home buyer journey that shaped product and digital conversion priorities.

Sabre Hospitality Solutions Principal Product Marketing Manager Dallas, TX | 2010 – 2014

- Led global go-to-market for Sabre's fastest-growing business unit. Managed design, integration and launch of a multilingual global booking engine that grew the customer base from 7K to 60K in three years. Raised organic revenue 20%+ year over year.

Micros Systems (Oracle Hospitality) Senior Product Manager Naples, FL / Columbia, MD | 2002 – 2010

- Progressive roles across development, product management, product marketing and business development on Opera PMS, which reached 90% global market share, spanning PMS, CRS, GDS/ADS and API integrations. Built the North American online distribution unit and oversaw implementation at 500+ hotel groups.

Cisco Systems | ABS Group | 3Com International Regional Sales & Channel Marketing Dubai, UAE | 1996 – 2001

- Managed 250+ channel partners across MENA and EMEA for reseller, VAR and distribution programs.

SKILLS

- **AI, building:** Agent workflow mapping by persona, prompt and skill design, assessment rubrics, tiered evidence grading, pass/fail output checks, repeatable LLM workflows for recurring analysis.
- **AI, advisory:** Agentic architecture rules and readiness assessment, agent platform and MCP competitive analysis, agentic AI strategy for airline and hotel executives.
- **AI, platform:** Retrieval-augmented generation (RAG), MCP, and API and data connectivity between agents and systems of record.
- **Systems:** PMS, CRS, GDS, CRM, loyalty, revenue management, customer data platforms, API integration.
- **Salesforce platform:** Agentforce, Data 360, AI, Slack, Sales Cloud, Service Cloud, Marketing Cloud.
- **TTH segments:** Airlines, hotels, OTAs, TMCs, cruise, rental cars, casinos, vacation clubs, alternate accommodations.

EDUCATION & CERTIFICATIONS

- **Salesforce certifications:** Agentforce, AI, Data 360, Sales Cloud, Service Cloud, Marketing Cloud and Slack. Trailhead Ranger. Agentforce Champion.
- **Education:** BA International Business, University of Nairobi, 1994. Pragmatic Marketing Certified (PMC II), 2013 and 2016.