

March 19th, 2024
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THE AIRLINE RETAILING REVOLUTION AND HOW REVENUE MANAGEMENT WILL LEAD THE WAY



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**Former Managing Director
at American Airlines;
Current consultant with
Cactus Consulting Group**

Airlines are on the cusp of modernizing fare shopping to a more "Amazon-like" retailing experience with tailored offers and other means of improving revenues through targeted upsell. The ticket selling landscape will necessarily get fractured and much more complex in order to fully monetize the opportunity. This presents a myriad of new challenges for both Airline Revenue Management (RM) departments and the Operations Research (OR) groups and companies that support them. This presentation will focus on the need for innovative new data sources and models, the changing role of RM in an increasingly AI led "black box" world and the impact highly leveraged OR professionals will have on a vital source of future airline profitability.

Speaker bio: Dan Muzich, with 20 years in airline Revenue Management, is a former Managing Director at American Airlines and current consultant with Cactus Consulting Group. Instrumental in RM systems integration during major airline mergers, Dan holds RM patents and is an expert in revenue optimization. He has a BS in Mechanical Engineering from NYU and an MBA from the University of Michigan.

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