



1st

Current	ITA Group
Previous	ITA Group, Stoney Creek Inn
Education	Iowa State University - College of Business

500+
connections

 <https://www.linkedin.com/in/sarah-haines-5607387>

Contact Info

Summary

I have a passion for the travel industry and helping our clients meet their goals and objectives through events. I am constantly working to inspire my team to design and deliver unforgettable experiences that inspire human connections and drive measurable results.

Experience

 ita group.
Driven by Loyalty®

ITA Group
September 2015 – Present (1 year 5 months)

As Vice President – Event Management I am focused on delivering excellence beyond expectations through fearless, powerful and amazing experiences. I provide management, leadership and oversight to Event Purchasing & Industry Relations, Event Operations, Transportation Operations, Transportation Planning, Travel Direction and our West Coast Operations. I oversee all personnel, operational and financial areas of ITA Group's travel and event businesses and play a major role in company-wide strategic planning.

ita group.
Driven by Loyalty®

ITA Group
January 2013 – August 2014 (1 year 8 months)

As Director, Group Operations I oversaw a team that operated 400+ events per year. This team consisted of Program Managers, Registration Program Managers, Travel Directors and Associates, totally 50+ internal team members and 120+ Travel Directors.



People Also Viewed



Jill Anonson
Manager, Event Solutions at ITA
Group, Inc.



Kerry Visser
Director, Event Purchasing & Industry
Relations



Tom Mahoney
President & CEO at ITA Group, Inc.



Rob Danna
Senior Vice President at ITA Group



Elena Overton
Supervisor - Event Purchasing &
Industry Relations at ITA Group, Inc.



Katie Nguyen
People & Culture at ITA Group, Inc.



Tanya Feldman
Business Development Manager at
ITA Group, Inc.



John Michel
Senior Business Development Director
and Shareholder at ITAGroup



Carla Gillotti
Contracts Specialist - Supplier
Partnerships, ITA Group

Jodi Swailes
Buyer at ITAGroup

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As Manager, Travel Direction I oversaw a team of 100+ Travel Directors, who were employee owners at ITA Group. I oversaw Travel Direction training, certification and mentoring. I scheduled Travel Directors on 300+ programs each year.

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Conference & Marketing Manager

Stoney Creek Inn
2003 – 2007 (4 years)

Top Skills

39	Event Management	+	
23	Marketing	+	
17	Trade Shows	+	
15	Marketing Strategy	+	
13	Marketing Communications	+	
12	Event Planning	+	
7	Key Account Management	+	
7	Sales	+	
6	B2B	+	
6	Account Management	+	

Sarah also knows about...

4 Sales Management + 4 CRM + 3 Salesforce.com +

3 Incentives + 2 New Business Development + 2 Direct Marketing +

2 Customer Relationship... + 2 Business-to-Business... + 1 Advertising +

1 Email Marketing + 1 Integrated Marketing + 1 Group Travel +

Marketing Management +

Education

In Common with Sarah

Created with Raphaël
2.1.01Group1Company1Location

People Similar to Sarah

Ads You May Be Interested In

- ▶ **CFO's Procurement Primer**
Are you a CFO in charge of procurement? Here's everything you need to know.
- ▶ **The death of field sales**
Most products can be sold without field salespeople. Get this book free!
- ▶ **Accounts Receivable Help?**
Is your AR aging? The key to successful recoveries begins with

Iowa State University - College of Business
Bachelor of Science (BS), Marketing
2000 – 2003



Dowling High School
High School
1994 – 1998

Additional Info

• **Personal Details**

Birthday August 6
Marital Status Married

• **Advice for Contacting Sarah**

Please email me your resume or apply online at www.ITAGroup.com.

☐ Organizations

SITE: Society for Incentive Travel Excellence
Starting January 2014

Incentive Research Foundation

Additional Organizations

[Johnston Chamber of Commerce Board Member 2005-2006](#), [Vice President and Vendor Chair of the Beaverdale Fall Festival, 2004-2008](#)

☐ Languages

English

Recommendations



Tim, would you like to recommend Sarah?
[Recommend Sarah](#) ☐

Connections

All (500+) Shared (96) New (7)

Katy Palo 2nd
Managing Director / Owner DreamCatch...

Dave Stone 2nd
Business Development at Cultivate Pre...



Connect · 3



Artur Q. D'Avila 1st
Latin America Sales, Marketing and Bus...



John S. Bomba 2nd
Business Development Manager at ITA ...
Connect · 27



Sharon Bolshakov 2nd
Senior Buyer - Strategic Accounts at ITA...
Connect · 26



Chelsea (Crowe) Cullen 2nd
Global Account Manager- Marriott Intern...
Connect · 4



Connect · 12



Tom Weber 1st
Business Development Manager at ITA ...



John E. Auer 2nd
Principal at SBI | Sales Benchmark Index
Connect · 65



Sam Myers 1st
Event Producer, Strategist & Marketer w...



Lisa Myers 2nd
Vice President of Sales at EDPglobal & ...
Connect · 3

Next >

Groups



Des Moines, Iowa Ne...
12,523 members
✓ Member



France Meetings & C...
670 members
+ Join



Meeting and Event Pl...
1,846 members
+ Join



IMA - Incentive Mark...
1,045 members
+ Join



Event Planning & Ev...
348,885 members
+ Join



Networking Labs
18,461 members
+ Join

Following

News



Leadership & Manag...
23,100,349 followers
+ Follow



Economy
14,433,393 followers
+ Follow



Business Travel
4,021,533 followers
+ Follow



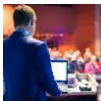
Travel & Leisure
2,437,313 followers
+ Follow



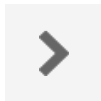
Airlines & Aviation
2,061,562 followers
+ Follow



Company Culture
1,941,399 followers
+ Follow



Public Speaking & Pr...
304,939 followers
+ Follow



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Pharmaceuticals
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Lanyon
Information Technology
and Services
[+ Follow](#)



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Marketing and Advertising
✓ Following



GSK
Pharmaceuticals
[+ Follow](#)



Iowa State University
Higher Education
[+ Follow](#)

Schools



Iowa State University
Ames, Iowa
[+ Follow](#)



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Des Moines, Iowa Area
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