The Future of Hospitality
OCTOBER 15, 10 A.M.-NOON • HOTELCOUNCILSF.ORG

Register in advance: https://us02web.zoom.us/webinar/register/WN_4XTiLWcGTv2WdPP2q4er9Q

SPECIAL GUESTS

California’s Mission to Recovery
Caroline Beteta
Visit CA

Hospitality in the New Normal
Vik Krishnan
McKinsey and Company

A Look Forward
Howard Pickett
SF Travel

MODERATOR
Sally Smith
Expedia

Kelly Reehoorn
Expedia

Jaqueline Volkart
St. Regis Hotel

Melinda Franklin
United Airlines

Dana Cariss
Coral Tree Hospitality

PANEL
Working Together to Restore the Hospitality and Travel Industry

PANEL
Embracing Technology in an Everchanging World

MODERATOR
Jennifer Jolly
USA Today

Kristee Cominiello
Comcast Business

David Lewin
Grand Hyatt, San Francisco

Mark Beevor
Hotel Zetta

Danny Borelis
I.A.T.S.E. Local 16

Vik is a Partner with McKinsey & Company, and predominantly serves clients in the aviation and aerospace sectors. He has over 18 years of consulting experience across multiple functional areas in travel, transport and logistics as well as large-scale strategy and transformation programs.

Relevant experience
For a major hotel brand and association, developed a group booking capability to reduce the impact of channel disintermediation.

For a large US airline, developed innovative solutions to address an acute pilot shortage at regional airline partners, which had resulted in widespread flight cancellations and aircraft delivery deferrals.

For a European flag carrier, identified opportunities to reduce flight operations, technical operations/engineering, and ground handling costs to effectively compete with emerging low-cost carriers.

For a major US low-cost airline, managed a multi-year, large-scale technology change program affecting ~30 disparate legacy systems, targeting greater operational reliability, improved technological resilience, and employee empowerment.

For a major US airport, conducted a gap analysis relative to other successful airline/airport hubs to improve the airport’s value proposition to its most significant hub airline.

For a large aerospace OEM, redesigned the sales force around a more customer-centric philosophy and improved processes/tools to enable a proactive, analytically-driven approach to sales campaigns.

For a large aerospace OEM, migrated the pricing of aftermarket parts from a “cost-plus” to an analytically-driven, demand and supply-based model.

Background
Prior to joining McKinsey, Vik was a partner and aviation sector leader at another global management consultancy, serving clients in the Americas, Europe, Middle East, Africa and Australasia.

Vik holds a MBA from the Wharton School at the University of Pennsylvania, where he was a Palmer Scholar, and an AB (magna cum laude) from Dartmouth College, where he was elected to the Phi Beta Kappa society.