



# KRISTEN FOSTER Commercial Strategy Leader

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Dallas, TX

- ❖ Commercial Strategy
- ❖ Marketing Strategy
- ❖ Revenue Management
- ❖ Pricing
- ❖ Customer Loyalty
- ❖ Strategic Communications

## Background and Value Proposition:

- Kristen Foster is goal-driven and customer-oriented leader in a variety of corporate and strategic disciplines and has a track record of delivering results and acting as a trusted, strategic advisor.
- Her unique cross-functional background allows her to easily digest complex business needs from different perspectives, asking questions and connecting teams to understand impacts on the customer, business, operations and team members.
- She approaches problem solving logically, anticipating and planning for obstacles along the way. She is recognized for persistence, curiosity and high standards.
- Kristen is passionate about asking questions, solving problems, continuous learning, and developing strong teams.

## Key Strengths

**ACHIEVER** – High stamina, drives for results

**SIGNIFICANCE** – Impactful, raises the bar

**INPUT** – Curious and inquisitive, explores new ways of approaching problems

**ADAPTABILITY** – Positive force for change, navigates through chaos / unexpected

**COMPETITIVE** – Aspires for the team to win

## Experience

American Airlines:	2007 – 2020
Revenue Management	
Loyalty & Insights	
Financial Planning	
Corporate Communications	
Lone Star Park at Grand Prairie:	1999 – 2007
Marketing	
Marketing & Research Partners:	1998 – 1999
Market Research / Project Management	

## Education

**MBA:** Marketing & Strategic Leadership

**BBA:** Marketing & Organizational Behavior

Southern Methodist University – Cox School of Business – Dallas, TX

## Professional Achievements

- **Revenue Management:** Led global revenue management, yield management, strategy and pricing teams based in US and Japan. Identified and implemented strategies to significantly improve peak-season revenue, delivering \$1B annual revenue for Transpacific Region and \$3B for Mid-Atlantic Region. Created revenue and customer volume forecasts to feed monthly financial models. Developed strategies to drive KPIs balancing revenue and customer traffic with supply and economic conditions to achieve new market launch targets.
- **Customer Loyalty:** Launched first spend-based loyalty program, replacing attendance-based program (LSP). Led acquisition strategy for AA cobrand credit card portfolio. Secured new card acquisitions channel on aa.com website website and delivered airline's first campaign to non-member prospects, earning department award for innovation. (AA).
- **Strategic Marketing & Communications:** Created and executed annual marketing, advertising and promotions/entertainment plans, guided agencies to develop creative materials in line with brand strategy and achieved awareness and attendance objectives for new horseracing and entertainment venue. Developed and led competitive analyses, target audiences, pricing, positioning, distribution, B2B and B2C messaging, reporting, brand and product launches. Delivered first media and investor day event for post-merger American Airlines, positioning American's go-forward strategy to media and investors.

## Ideal Roles

**Levels:** VP / Director / Sr Director

**Functions:** Strategic Planning | Innovation | Revenue Strategy .| Strategic Marketing | Product Development | Loyalty

## Target Industries / Companies

### Travel / Technology:

Expedia Group  
Hotels (Corporate Office)  
(Hilton / Hyatt / Marriott)

### Financial / Technology:

Financial Institutions  
(Capital One, Citi, Texas Capital)  
Other Lending  
(Mr. Cooper, Carvana  
H&R Block)

### Other:

Peloton  
Pet Care