

ANDREW B. KEELAN

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SUMMARY

Experienced sales leader adept at leveraging technology for strategic growth. Proven track record in delivering continuous improvement through financial data-driven solutions. Built successful, customer-centric sales strategies from inception that exceeded expectations through meticulous planning and effective relationship management.

EXPERIENCE

Jetstream Ground Services – Director, Business Development

5/21 – 3/24

- **Business Development:** Identified new aviation services opportunities to drive overall company growth
 - Won 14 sourcing events and negotiated contracts totaling ~\$11M in new annual revenue
 - Expanded Jetstream’s total portfolio by onboarding 5 new airline customers
 - Set the strategy to both guide and refine the company’s product offering and pricing of services
 - Created and presented all pricing proposals; defined the roles and responsibilities of cross-functional team members to ensure the optimum response to customer requests
- **Account Management:** Oversaw and managed 25+ contracts with annual recurring revenue totaling ~\$65M
 - Primary point of contact for all customer engagements, including maintaining strong relationships with senior client personnel; resulted in an annualized revenue retention rate of 92%
 - Minimized company revenue loss exposure by renegotiating ~\$35M of contracts with customers seeking post-COVID discounts; resulted in 11% revenue decrease vs. ~40% customer ask
- **Marketing Management:** Led the company’s initiatives as the owner of all Marketing & Branding
 - Successfully launched a revitalized brand after Jetstream came under new ownership in 2020
 - Partnered with a creative firm to design and create new assets: website, logos, colors, etc.
 - Collaborated with senior leadership to develop new Core Values, Mission, and Vision statements
- **Leadership:** Directed various teams to support expansion projects across several focus markets
 - 3 direct reports for supporting Marketing activities: 1 Creative Director & 2 Marketing Coordinators
 - End-to-end Project Manager for the start-up and delivery of a new contract with 40+ employees
 - Implemented new technology at multiple airports to optimize the workforce and reduce downtime

RevGen Partners – Senior Consultant, Customer Experience

7/20 – 5/21

- **Project Management:** Acted as the Project Manager for a multi-month technology implementation project
 - Oversaw team tasks, ensured work was in scope, and communicated effectively with the client
- **Solution Design:** Assisted in the design of a long-term plan to elevate the employee experience for the frontline sales team of a large telecommunications company through new tools and process improvement
- **Data & Analytics:** Interviewed stakeholders and analyzed data to develop a streamlined forecasting tool aimed at consolidating processes and activities across multiple business groups and regions for a major manufacturer
- **Business Development:** Supported company goals to expand existing business and grow sales via new clients
 - Conducted financial vetting of a company which became a new client of the firm
 - Co-wrote a business insight, published on LinkedIn, focused on increasing Customer Lifetime Value
- **Firm Leadership:** Volunteered and participated in activities to positively showcase the RevGen
 - Ran the Consultant Networking Series to connect employees across various levels on a personal basis
 - Represented the firm throughout the Greater Denver Area during benefit runs, donations to the Gathering Place, and participation in diversity events for Denver Public Schools

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American Airlines – Manager of Hubs & Spokes, Airport Services Procurement **11/18 – 7/20**

- **Finance’s Finest 2019:** Recognized as a Division top performer for exemplifying AA Leadership Attributes
- **Leadership:** Supported team of 3 direct and 7 indirect reports responsible for managing and negotiating portfolios of outsourced service contracts to assist American’s domestic operation; \$300M+ in annual spend
- **Digital Transformation:** Facilitated integration efforts between American teams and consultants during development and start-up of Coupa Spend Management system; complete overhaul of sourcing process
- **Change Management:** Aligned strategies with Controller to minimize costs while increasing team productivity
 - Standardize templates and evaluations; create material for new General Manager handbook
- **Analytics:** Designed contractual incentives based on performance metrics to enhance the customer experience
 - Year-over-Year scorecard improvements at DFW, LAX, and ORD; ranging from +16% to +44%

American Airlines – Senior Category Manager, Airport Services Procurement **4/17 – 11/18**

- **Strategy:** Issued, negotiated, and executed \$65M RFP resulting in 13% savings versus incumbent’s bid
 - Leveraged future volumes to consolidate operations, reduce risk, and lower service & equipment costs
- **Cost Savings:** Aligned \$30M of annual Passenger Services spend with 2018 financial budget goal
 - Eliminated over \$1M in annual ad-hoc spend across 4 contracts through analysis & long-term planning
- **Brand Ambassador:** Interacted with and presented to members of Senior Leadership Team
 - Chosen to represent the Procurement Department at Accessibility, Baggage, and Cabin Summits

American Airlines – Category Manager, Airport Services Procurement **4/16 – 4/17**

- **Operational Consistency:** Directly contributed to improving American’s on-time performance at LAX
 - Passenger growth of 25% since 2014; supported a terminal move to integrate and consolidate staffing
 - Acted as the end-to-end Project Manager for the design and start-up of American’s busing operation
 - Championed the Accessibility Improvement Project; 18% YOY reduction in DOT complaints
- **Service Recovery:** Implemented Customer Experience initiative, Refuel & Refresh Program
 - Completed start-up negotiation for product and service coverage of all 10 Hub airports

American Eagle Outfitters – Program Manager, AEO Credit Card **10/14 – 3/16**

- **Product Management:** Increased sales penetration, customer retention & acquisition through targeted offers
- **Financial Control:** Created Credit budget; accounted for various sources of program funding and expense

American Eagle Outfitters – Senior Financial Analyst, Financial Planning & Analysis **10/13 – 10/14**

- **Forecasting & Budgeting:** Monitored costs, rent expense, and forecasts related to Real Estate & Construction
- **Decision Support:** Provided analysis to influence new store openings, closings, and remodel initiatives

American Eagle Outfitters – Financial Analyst, Omnichannel Operations & Fraud **6/11 – 10/13**

PJ Dick, Trumbull, Lindy Paving – Project Manager, Road Construction **6/10 – 6/11**

EDUCATION

University of Pittsburgh, Katz Graduate School of Business – MBA: Strategy & Marketing 2014

University of Pittsburgh, College of Business Administration – BSBA: Finance & Economics 2010