

SETH HOROWITZ

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SUMMARY

Senior product leader with 20+ years shipping enterprise SaaS at scale in travel technology — from 0-1 product launches to cloud migrations to AI infrastructure. Scaled platforms to 60+ global airlines processing 500M+ passenger segments annually; pioneered ancillary revenue capabilities adopted by 75% of top revenue-generating carriers. Travel thought leader and independent researcher on AI's role in corporate travel; proof-of-concept attracted inbound from European VC. Patent holder.

EXPERIENCE

CCA Advisory – Independent Consultant, Airline Digital Technology & AI

Oct 2023 – Present

- Veyant.ai (2024–2025): Conceived, researched, and prototyped an AI-powered corporate travel servicing platform—conducting primary market research with TMC technology leaders, validating core connectivity value proposition, designing a three-domain data architecture, and building a working interactive demo prototype using Claude Code, TypeScript, and Azure with CI/CD deployment
- Vennspring.com: Supporting airline IT consultancy with business development, opportunity identification, and go-to-market strategy for airline technology services
- Advising airline startups on product strategy, LCC business models, and PSS system technical integration options

CarbonClick Limited

Sep 2022 – Aug 2023

Head of Product & Strategic Partnerships

- Led product strategy and partnerships, doubling enterprise customer base through strategic B2B engagements across three continents for an early seed-stage startup
- Conducted product-market fit analysis and new product investment planning with leadership, key partners, and prospective customers
- Collaborated with technical teams to ensure platform scalability and reliability while advancing core user experience

Navitaire, an Amadeus Company

Mar 2001 – Aug 2022

Senior Product Manager – Cloud & Technical Platform | Feb 2017 – Aug 2022

- Managed product roadmap for cloud modernization strategy delivering Azure PaaS platform (25% cost reduction) and centralized observability using Grafana and Splunk
- Facilitated global Technical Advisory Board with customer CTOs, driving data-driven improvements that increased NPS scores
- Hired and mentored technical Product Managers and Product Owners

Digital Service Manager | Nov 2013 – Jan 2017

- Managed digital product owners delivering consumer-facing mobile and web e-commerce solutions with payment integrations for global airline customers
- Grew professional services revenue from \$2.5M to \$7M annually (180% increase) through strong client relationships and delivery excellence
- Led Agile Scrum adoption, reducing delivery cycles and improving customer satisfaction through regular demo feedback loops
- Partnered with client C-suite executives to align digital strategies with business objectives: faster time-to-market and fewer change requests

Senior SaaS Product Manager | Mar 2001 – Oct 2013

- Led 0-1 development and launch of Airport Check-In, Kiosk, Mobile App, and New Skies—the airport and customer service agent applications that AppCenter's platform is now modernizing—guiding cross-functional teams from concept through global adoption
- Contributed to platform growth from 8 to 60+ global airlines (650% increase) and revenue from \$100M to \$250M (150% growth) by aligning roadmap to strategic airline customer needs
- Scaled platform to process 500M+ passenger segments yearly; 75% of top ancillary revenue-generating airlines adopted Navitaire solutions
- Pioneered Agile development practices: 30% faster release cycles, 20% reduction in development costs

- Served as subject matter expert for sales pursuits and RFP/RFI efforts; managed and mentored Business Analysts and Product Managers

EDUCATION & CERTIFICATIONS

- Postgraduate Certification, Alternative Conflict Resolution (Mediation, Facilitation & Communication) – University of Utah
- BA, Political Science – University of Utah | Additional study: SUNY Oneonta
- Pragmatic Marketing Certified (PMC) | Agentic AI Fundamentals: Architectures, Frameworks & Applications (LinkedIn, 2025)

PATENTS

- Passenger Check-in Finalization – US Patent 8645172 B2 (Issued Feb 4, 2014). Computer-implemented method for intelligent check-in workflow management: determining workflow status, identifying available finalization actions, and pre-selecting the most likely action on the agent UI to streamline operations.

SKILLS

Product Leadership: Product Strategy & Roadmapping, 0-1 Product Launch, Backlog Ownership, Acceptance Criteria, Business Case Development (Business Model Canvas), Market Analysis, Strategic Partnerships

Technical: API-First Platform Delivery, Web-Based SaaS Products, Cloud Migration (Azure PaaS), Agile/Scrum, AI Product Strategy, Observability (Grafana, Splunk, Dynatrace), CI/CD, TypeScript, Cross-Regional Team Collaboration

Leadership: Cross-Functional Team Leadership, Stakeholder Management, Executive Presence, Customer Advisory Boards, Design Sprint Facilitation, Conflict Resolution

COMMUNITY & VOLUNTEER

Adaptive Ski & Bike Instructor – National Ability Center | Board Member – Free Bikes 4 Kidz Utah | Board Member – Race Swami | Nordic Ski Coach – Utah Nordic Alliance