



The new reality of flight shopping.

A unique open industry summit.



During this session, six industry leaders and innovators shared how they had to pivot on individual and organizational levels. Their experiences shine a light on the state of innovation during the pandemic.

FEATURED PARTICIPANTS



Doug Mangold
Product Vice President,
ARC



Raj Singh
Managing Director, Investments,
JetBlue Technology Ventures



Robecta Ma
Global Marketing Lead,
Transportation, Airbnb



Jenny Silber
Senior Associate,
MetaProp



Saniya Shah
CEO,
Pilota

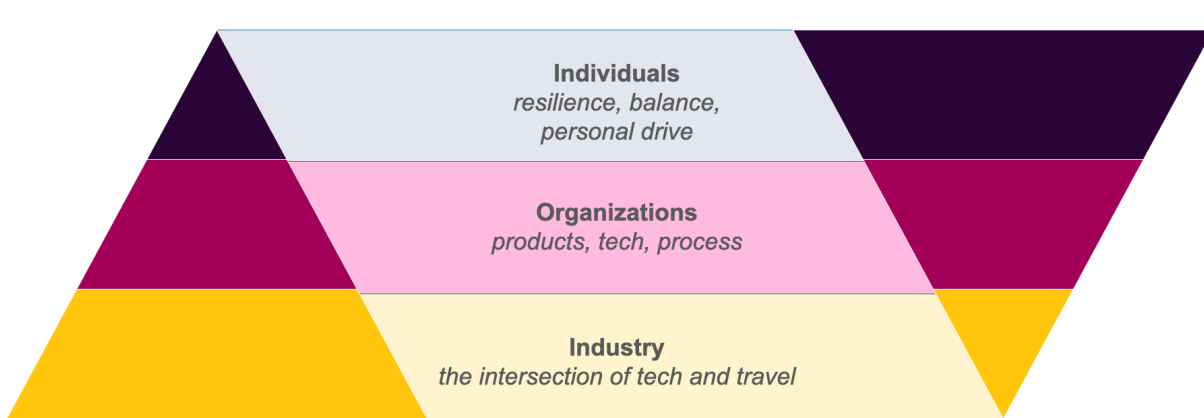


Julia Reichel
Founder,
Arvensis

Agility happens at every level. While in the past we would think about our industry as the foundation on which our organizational and individual's goals are built, in 2020 things changed drastically. Now there are a lot of mission-purposed individuals driving transformational efforts as we navigate into 2021.

On the industry and organization levels: In the last recessions, disruption did not stop opportunities but created them in tech and digital. For example, companies like Slack, Uber, Square, Airbnb, WhatsApp, and Cloudera were founded during the recession in 2008–2009 and are now worth a combined USD 145 billion. New behaviors and consumer sentiment can drive opportunities for entrepreneurs.

On the individual level: While we are living in this indefinite uncertainty, it is important to differentiate agility from surge capacity—operating in survival mode while handling a high-stress situation. The key is to balance them, not burn out.



PIVOTING ON THE INDUSTRY AND ORGANIZATION LEVEL

From idea to delivery in one month.

Doug Mangold, Product Vice President at ARC, shared how they identified the opportunity to use their data assets early in the pandemic. They pivoted their processes and technology to develop the Travel Recovery Insight Portal (TRIP) in partnership with Boston Consulting Group and Three Victors.

The way the world is changing makes it very difficult for any organization to survive and thrive on its own

Raj Singh, Managing Director, Investments, of JetBlue Technology Ventures (JTV) explained their approach to fostering innovation. Rather than looking to buy innovation externally, they are partnering and investing in understanding how the world is changing. Internal innovation alone is not sufficient to stay on the leading edge, so the focus is on learning from other companies and investing with the intention of eventually deploying as a customer of that technology. JTV invested in 27 companies in the last four to five years and continues to incubate ideas and startup companies.



In complex partnerships where multiple organizations are involved, identifying each organization's role, as well as working through any legal implications early on, is a key to success.



Look outside the industry to learn and find ways to fast-forward your recovery efforts. COVID-19 is forcing us to speed up the innovation in the areas that industry was already exploring—being agile and able to adapt can help you pivot quickly in the future.

PIVOTING ON THE INDIVIDUAL LEVEL

Continue to reinvent yourself and invest in your personal growth and your brand.

Airbnb's Robecta Ma, Global Marketing Lead, Transportation, shared her personal view on agility and how it helped her transform her own career path.

Robecta sees agility as a personal quest in combination with the professional quest. She touched upon Airbnb's recent invention to provide virtual travel experiences to inspire travel wanderlust.

“Be nostalgic about the past, realistic about the present, and optimistic about the future,” quoted Airbnb's Robecta Ma.



Value generated through the community can lead to success and spur innovation

Jenny Silber, Senior Associate, pivoted her career path during the pandemic. From managing the startup community at Voyager HQ to working with startups at MetaProp.vc, Jenny provided her insights on the state of the startup community and innovation energy.

Innovation is not slowing down. Funding is still consistent, and while some startups slowed their operations during the pandemic, many pivoted to new markets or new business models and demonstrated success.



Use your skillset and think how you can grow and transform during these times. Think what your personal brand is and what is unique about you. Focus on what you want and get ready—when travel does revive, there will be much more reinvention.



Many people are reevaluating or leaving the travel industry temporarily or permanently, which creates a lot of opportunities to bring back new perspectives and experiences during post-recovery.

PIVOTING ON THE INDIVIDUAL AND ORGANIZATION LEVEL

Step back to reevaluate how your tech and resources can be useful in other areas.

CEO Saniya Shah explained how Pilota, an early-stage startup, embraced the disruption brought by COVID-19 and pivoted to a new solution.

“Innovation is no longer a nice-to-have; it is a necessity,” said Pilota's Saniya Shah.



“Success is where preparation and opportunity meet”

Julia Reichel founded Arvensis, an executive search firm, during the pandemic. They focus on sustainability in travel, and Julia described how to refocus your energy, as well as key steps to take for entrepreneurs.



When launching new solution during a crisis,

1. Know who the industry players and the end-consumers are
2. Understand new challenges that rise and the long-term and short-term solutions
3. Adapt your business in a way that will be sustainable in the long term



To pivot and be a sustainable, profitable, and resilient business after 2020, you need to:

1. Have adaptable leaders and invest in talent
2. Invest in customer data platforms
3. Understand the next generation of customers
4. Renew your social license to operate
5. Add ESG (environmental, social, and governance) metrics to your financial reporting
6. Anticipate regulatory pressure

Take a deeper dive into the [core themes](#) industry partners are focusing on right now

Agile innovation and adaptability will help you prepare to pivot quickly in the future. The agile way of working can help individuals and organizations not only survive but thrive—and deploy solutions that outlast the pandemic.



If you are ready to collaborate and innovate with ATPCO—or need airline data, tools, or expertise—reach out at hello@atpco.net. Let's bring travel back together.