

David Atkins Career Accomplishments and Biography



David L Atkins

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- Founding shareholder at Expedia
- Key Architect in Expedia's industry leading Hotel businesses
- Leader in developing Expedia's business development, distribution, hotel, destination, media and SEM businesses
- Helped develop Expedia's core brand elements
- Led the team that designed and launched LiveItUp.com
- Led product development of several eCommerce businesses
- Led strategic planning and development for multiple businesses
- Led product, sales, strategy, and yield for 200+ assets
- Frequent speaker- travel, tourism, media and digital marketing
- A leader in Social Media usage
- Adrian Awards Judge
- Member of The Internet Old-timers Foundation
- Incoming Chair of the Americas HSMIAI 2010-2012

David is a recognized industry leader in the digital, media and ecommerce arenas with expertise across the franchising, hospitality, membership, travel, tourism, subscription and publishing spectrum. He has been invited as a speaker, panelist and participant for a variety of University and industry conferences including: Cornell, NYU, ShopAmerica, HITEC, HSMIAI, and HEDNA as well as private speaking engagements.

David has worked in leadership positions for McDonalds, Microsoft, Expedia, and IAC among others. David has a deep passion and knowledge base for digital. David is also the Chair of the Americas for the Hotel Sales and Marketing Association International starting in 2010.

Areas of digital expertise for David include: Advertising; Acquisitions; Budgeting; Business Development; Branding; Distribution; Forecasting; General Management; Marketing; Market Analysis; Media; Membership; Operations; Product Management; Public Relations; Recruiting; Revenue

Digital DNA Infusion- A Digital Expert Network

Optimization; Sales; Site Design; Social Media; Startups; Strategic Planning; Subscription; and Team Management.

David has built and led global teams across disciplines including: strategic planning, marketing, branding, distribution, business and product development, media sales, public relations, promotions, media planning, revenue generation, ecommerce, telesales, user interface, user experience, training and operations for companies including: Expedia, Microsoft, IAC and Freedom Communications.

He served as the Senior Vice President of Revenue for Freedom Interactive where he was responsible for recruiting and managing the revenue generation, strategy, product, advertising, business development and operation teams that served 200+ digital assets.

David was a VP and GM at Interval International, a part of the InterActive Corp family of brands. Atkins also helped found, lead and launch LiveltUp.com.

Prior to Interval, he was a founding shareholder at Expedia, rising to the Vice President of Business Development of Expedia, Inc, after a successful stint building Expedia's Hotel and Destination businesses. During his tenure at Expedia Atkins had leadership responsibility for cross company initiatives, distribution relationships, the media businesses, search engine marketing. Expedia's development of a hotel and destination business that today leads the industry and new non-traditional marketing efforts. Atkins joined Expedia in its first year of business while still a part of Microsoft was a management member of the IPO team for Expedia.

Prior to joining Microsoft, Atkins had over 10 years involvement with franchise, business and real estate development with such companies as McDonald's, Chevron and Wal-Mart. Atkins is a former member of the International Council of Shopping Centers (ICSC) and has served as a judge for the Adrian Awards for Web Marketing, Advertising and Public Relations. David designed and has been involved with HSMAI's top 25 Marketers program since its inception.

David has significant experience, on and offline, working with industry leaders including: ABC, AdTech, Advertising.com, American Express, AOL, Atlas, RazorFish, Best Western, CBS, Citysearch, Commission Junction, Comscore, DART, Digitas, Disney, DoubleClick, eBay, Google, HEDNA, Hilton, HITECH, Hyatt, HSMAI, IAC, iMedia, Laredo Group, LinkShare, Marriott, McDonalds, Modem Media, Monster, MSN, NBC/Universal, OPA, Outrigger Hotels, Ticketmaster, Right Media, Specific Media, Starwood, Yahoo.