

# Michael Barrera

Senior Technology & Product Executive | AI & Travel Technology Leader

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## EXECUTIVE SUMMARY

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Product and technology executive with 25+ years of experience building, scaling, and transforming travel technology companies. Track record spanning startup founding through IPO (Ultimate Software, employee #13), bootstrapped company building (Coral Reef Techknowledge, \$0 to \$4M), P&L transformation (\$10M to \$24M ARR at Radixx), and enterprise portfolio leadership (\$100M at Sabre). Recently launched Sabre's first agentic AI solution for airlines (Concierge IQ). Proven ability to conceive products, build teams, enter new markets, close enterprise deals, and execute successful exits including TA Associates PE investment and \$110M acquisition by Sabre.

## CORE COMPETENCIES

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Agentic AI / Generative AI / LLM Applications | Product Strategy & Roadmap | P&L Ownership (\$100M+)  
SaaS / Cloud-Native Platforms | Passenger Service Systems (PSS) | Airline Retailing & NDC/OOSD  
Enterprise Sales & GTM Strategy | International Market Expansion | M&A / PE / Exit Execution  
eCommerce & Digital Distribution | Data Intelligence & Analytics | DevOps & CI/CD Transformation  
Cross-Functional Leadership (600+ developers, 49 direct reports) | Low-Cost Carrier (LCC/ULCC) Strategy  
EDIFACT / IATA AIRIMP / GDS Connectivity | Revenue Management | Offer & Order Management  
Startup Founding & Scaling | Board & Investor Relations | Team Building & Organizational Design

## PROFESSIONAL EXPERIENCE

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### Vice President, Product Management | Sabre Corporation

2022 – 2025 | Southlake, TX (Remote from Orlando, FL)

Led the end-to-end product function across a \$125M annual revenue portfolio — the only growth area (positive CAGR) in Sabre's Airline IT division. Managed 49 direct reports with 600+ software developers across NDC distribution, eCommerce, Data Intelligence (including agentic AI), and the Radixx PSS product suite.

#### Agentic AI Leadership

- Spearheaded Sabre's agentic AI strategy and launched Concierge IQ — the company's first production agentic AI solution purpose-built for airlines. Multi-agent system handling booking management, disruption resolution, loyalty optimization, and customer service in the airline's brand voice.
- Designed for aviation-grade compliance (GDPR, PII), API-based implementation in under 3 months, and value-based pricing. Reduced airline call center volume by 30% and increased loyalty engagement by 5%.

#### Distribution & Platform Delivery

- Delivered first production customers onto SabreMosaic (next-generation Order Management System) via Sabre's NDC Airline IT solution, accelerating Sabre's modern airline retailing transformation.
- Managed eCommerce platforms powering major carriers including Virgin Australia and JetBlue.

#### Data Intelligence & Market Expansion

- Expanded data product footprint (PRISM, Intelligence Exchange, MI/MIDT) beyond traditional airline customers into new verticals and consumer segments, significantly increasing revenue pipeline and TAM.

## Operational Excellence

- Drove sustained CAGR increases (while the rest of the portfolio had declines) and transactional volume expansion while simultaneously reducing operational costs across the full portfolio.

### Vice President, Radixx – Commercial Products | Sabre Corporation

2019 – 2022 | Orlando, FL

Served as the virtual CEO for Sabre's Radixx product suite post-acquisition, overseeing Radixx Res (core PSS), Radixx ezyCommerce (eCommerce/merchandising), and Radixx Insight (analytics/intelligence). Led cross-functional team across product, engineering, hosting, sales, delivery, and support.

- Executed comprehensive turnaround: improved customer satisfaction by 35%, reduced downtime by 50%, increased release acceptance rates to 90%+, and retained all at-risk clients — avoiding millions in potential revenue loss.
- Drove product growth at 25% CAGR through the pandemic by refining commercial strategy and expanding the LCC customer base globally.
- Developed custom operational dashboards tracking release efficiency, revenue facilitation, downtime, and delivery performance to enable data-driven decision making.
- Prepared strategy and execution plans for market penetration and product growth for Board of Directors approval.

### Vice President, LCC Strategy | Sabre Corporation

2019 – 2022 | Orlando, FL

Developed and oversaw Sabre's long-term product and distribution strategy for the low-cost carrier market segment.

- Engaged with airlines and partners to align commercial strategy across Sabre's product and distribution portfolio for LCC, ULCC, and hybrid carriers worldwide.
- Created industry partnership programs and customer acquisition strategies in collaboration with sales leadership.
- Led evaluation and competitive positioning of Sabre's technology and service portfolio for the LCC segment.

### Chief Product Officer | Radixx International (TA Associates-backed)

Jan 2018 – Nov 2019 | Orlando, FL

Established and led the Product Office from the ground up during a transformative period following TA Associates' PE investment, positioning the company for acquisition by Sabre.

- Created and scaled a new Product Office encompassing Product Management, Product Marketing, Sales Engineering, Knowledge Management, and Consulting. Recruited all department leaders and built a high-performing cross-functional organization.
- Directed end-to-end delivery across Sales Engineering, Product Development, and PMO — fostering a culture of agility, quality, and customer-centric execution.
- Played a pivotal role in securing major airline deals through differentiated product vision, contributing to 20% CAGR growth and market leadership in the LCC PSS segment.
- Created key vendor partnerships in buy-vs-build evaluations with successful outcomes for 2 of 4 core product groups, accelerating time to market.

### Sr. VP / COO & CTO | Radixx International

Apr 2016 – Jan 2018 | Orlando, FL

Led the technology and operational transformation of Radixx, owning Product Development, QA, Sales Engineering, and DevOps. Conceived and executed the company's bet-the-company pivot to a cloud-native platform.

- Conceived, funded, and delivered Radixx Res™ — a next-generation, cloud-native, order-based Passenger Service System aligned with IATA's One Order vision, leapfrogging competitors still running legacy ticket-based architectures.
- Built the business case, secured board approval and funding, staffed the engineering team, and managed delivery through full lifecycle from architecture through customer rollout.
- Created Radixx's first dedicated DevOps function from scratch — implemented CI/CD pipelines, automated testing, infrastructure-as-code, and real-time monitoring. Dramatically improved service delivery reliability and customer release acceptance rates.
- Platform and operational transformation directly positioned Radixx for TA Associates investment (Sep 2016) and subsequent acquisition by Sabre (\$110M, Oct 2019).

### **Sr. VP, Sales & Global Operations | Radixx International**

*Sep 2007 – Apr 2016 | Orlando, FL*

Created and scaled Radixx's first worldwide sales organization, transforming the company from a single entrepreneur-driven sales model into a structured global operation.

- Built a global sales team from scratch with regional presence across India, East Asia, the Middle East, and the Americas. Delivered 40%+ year-over-year revenue growth, driving ARR from \$10M toward \$24M.
- Closed flagship customers including Air India Express and Peach Aviation (Japan), and won the largest deal in company history — \$30M total contract value.
- Spearheaded Asia market penetration strategy, capturing 30% of the Indian aviation PSS market and 75% of the Indian LCC segment. Key wins: GoAir, Air Deccan, Air India Express, Oasis Hong Kong Airlines, FlyDubai (Emirates Group).
- Established Radixx India Private Limited — a wholly owned subsidiary providing regional sales, account management, customer support, and technical operations.
- Built strategic vendor partnerships (payment providers, revenue management, scheduling, travel insurance, BSP, dynamic currency conversion) creating new recurring revenue streams.

### **Sr. VP, Technology | Radixx International**

*Jan 2005 – Sep 2007 | Orlando, FL*

Led the technology transformation of Radixx's core platform, modernizing architecture and infrastructure to position the company for its next phase of growth.

- Architected and executed migration of the enterprise PSS from legacy client/server technology to a modern web-based architecture — eliminating desktop dependencies and laying the foundation for the cloud-native platform that followed.
- Designed and built an EDIFACT and IATA AIRIMP translation layer connecting the LCC platform to the traditional airline distribution ecosystem (GDS, interline messaging), dramatically expanding total addressable market.
- Led full migration of hosting environment to a company-operated, fault-tolerant, redundant data center with zero customer downtime.
- Partnered directly with sales as technical authority in RFP responses and competitive evaluations against Navitaire and Sabre.

### **President & CEO (Founder) | Coral Reef Techknowledge**

*Jun 1999 – Jan 2005 | South Florida*

Founded and scaled a bootstrapped travel technology consultancy from zero to \$4M in revenue and 19 employees through the dot-com crash and post-9/11 travel collapse. Full P&L ownership.

- Built eCommerce booking platforms for Spirit Airlines, NOK Air, Datalex, Orbitz (US), and Ebookers (Europe) — powering airline and OTA direct-to-consumer sales channels.
- Created an EDI-based B2B inventory processing engine for major airlines enabling automated real-time inventory management.
- Negotiated and executed successful sale of the company to Radixx International, including transfer of technology team and IP.

## **VP, Information Systems (Employee #13) | Ultimate Software (now UKG, \$22B valuation)**

*Jan 1992 – Jun 1999 | South Florida*

Joined as an engineer at employee #13, grew with the company through IPO, and departed as VP of Information Systems at ~400 employees.

- Implemented the first browser-based SaaS HRIS product offering — the product that became the core of Ultimate Software’s trajectory, powered its IPO, and formed the foundation of UKG.
- Designed and built the company’s complete data center from scratch, hosting all operational and production environments.
- Managed all IT operational infrastructure and business systems through the full startup-to-IPO lifecycle.

## **CAREER HIGHLIGHTS**

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- \$100M annual revenue portfolio managed at Sabre (only CAGR-growth area in Airline IT division)
- Grew Radixx ARR from \$10M to \$24M; closed largest deal in company history (\$30M TCv)
- Launched Sabre’s first production agentic AI product for airlines (Concierge IQ)
- 3 successful exits: Coral Reef → Radixx acquisition; Radixx → TA Associates PE investment; Radixx → Sabre \$110M acquisition
- Employee #13 at Ultimate Software (now UKG, \$22B valuation) — startup through IPO
- Captured 30% of Indian aviation PSS market, 75% of Indian LCC segment for Radixx
- 600+ developers, 49 direct reports, P&L responsibility across 4 companies
- Conceived and delivered Radixx Res™ — cloud-native, order-based PSS ahead of IATA One Order standards

## **EDUCATION**

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**MIT Professional Education: Machine Learning, From Data to Decisions - 2022**

**Florida International University: Electrical Engineering 1987-1991**

Left senior year due to family emergency and started first tech consultancy in the cruise industry.

## **INDUSTRY & TECHNICAL KEYWORDS**

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Agentic AI, Generative AI, LLM, NLP, Machine Learning, Multi-Agent Systems, AI Strategy  
 Airline IT, Passenger Service Systems (PSS), Departure Control (DCS), Revenue Management  
 NDC (New Distribution Capability), OOSD (Offers & Orders), IATA One Order, Airline Retailing  
 SaaS, Cloud-Native, API-First, Microservices, CI/CD, DevOps, Infrastructure-as-Code  
 eCommerce, Digital Distribution, GDS, EDIFACT, IATA AIRIMP, Interline, Code Share  
 Low-Cost Carrier (LCC), ULCC, Hybrid Carrier, Full-Service Carrier  
 P&L Management, Go-to-Market Strategy, Product Commercialization, Enterprise Sales  
 Private Equity, M&A, Due Diligence, Board Relations, Startup Scaling, IPO  
 GDPR, PII Compliance, Aviation Security, Data Privacy