

DANIELLE WHITAKER

Travel Agent



Agency owner and host with 19 years in the industry. Runs a 22-agent independent contractor network under a Signature Travel Network host affiliation, producing about \$11.4M in annual sales. Background covers Sabre and Amadeus, agency accreditation management, and contractor recruiting.

CONTACT INFORMATION

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EDUCATION

- B.S. Hospitality and Tourism Management, University of Oregon, 2004
- The Travel Institute advanced professional coursework, 2013
- Travel agent accreditation, active
- Signature Travel Network owner and manager training program, 2018

KEY SKILLS

- Agency accreditation and compliance management
- Independent contractor recruiting and onboarding
- Sabre and Amadeus GDS
- Trams Back Office and commission reconciliation
- Host agency operations and contractor commission structures
- Signature Travel Network tools and preferred supplier programs
- Luxury leisure and independent itinerary design
- Supplier negotiation (hotels, cruise lines, tour operators)
- P&L management and agency financial reporting
- Errors and omissions insurance and bonding compliance

PROFESSIONAL EXPERIENCE

- Owner and Host Agency Manager, Wildwind Travel Collective, Portland, OR**
2017 – Present
 - Founded the agency in 2017; grew to 22 active independent contractors and about \$11.4M in 2023 sales.
 - Hold the agency's travel industry accreditations; sit as the primary contact for both, including annual bond and financial reviews.
 - Negotiated the Signature Travel Network affiliation, giving ICs access to preferred hotel commissions and a Journey-equivalent booking tool.
 - Set commission splits (70/30 up to \$250K, 80/20 above) and built the contractor onboarding, which now runs about four weeks end to end.
 - Personally maintain a \$1.9M book of luxury clients so I stay current on supplier changes and can coach ICs from real recent bookings.
- Agency Manager, Cascadia Travel Group, Bend, OR**
2011 – 2017
 - Managed a 9-agent storefront agency with roughly \$6M in annual sales.
 - Ran weekly supplier training sessions and quarterly one-on-ones on book growth and mix.
 - Rebuilt the commission-tracking process after a Trams migration; recovered about \$47K in missed commissions in the first year.
 - Handled weekly agency sales reports and the annual accreditation renewal.
 - Hired and trained six agents during the post-recession travel rebound.
- Senior Corporate Travel Agent, Pacific Business Travel, Seattle, WA**
2007 – 2011
 - Handled two mid-market corporate accounts totaling about \$3.2M in air spend.
 - Owned high-touch executive travel for one Fortune 1000 client, including 24/7 on-call rotation.
 - Built the after-hours emergency service protocol still used by the agency's on-call team.
- Travel Agent, Emerald Coast Travel, Eugene, OR**
2004 – 2007
 - Leisure desk generalist; grew a personal book to about \$780K in annual sales by year three.
 - Certified as a Sandals Specialist and Aussie Specialist during this stretch.
 - Handled group cruise bookings for a local Rotary chapter, averaging 40 passengers per sailing.

- Agent training, mentoring, and performance coaching
- ClientBase and CRM-driven client retention